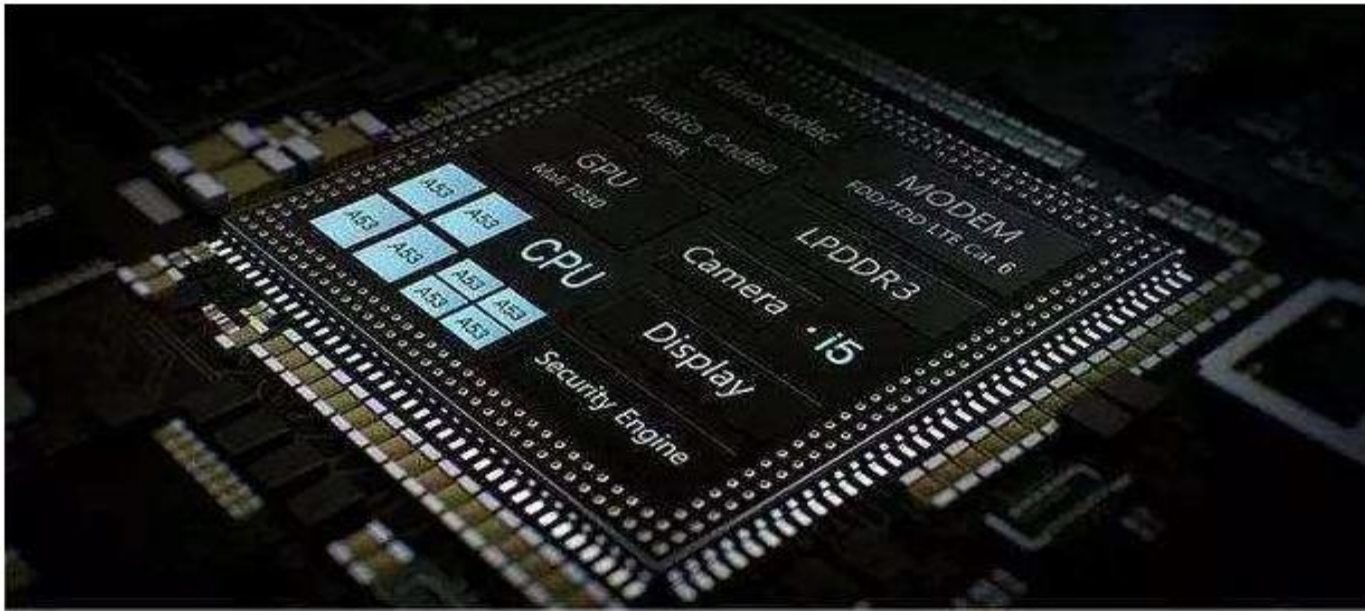


# Segmentation Targeting & Positioning

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# SOC Industry

- System on the Chip
- IC for smart devices(integrated)
- Revolutionized Smartphone manufacturing Industry
- Key Players: Qualcomm, MediaTek, Apple, Samsung etc.
- Platforms/Family: Snapdragon, Helio, Bionic, Exynos etc.

# SOC Industry

- Key Segments: Computing, Consumer Electronics(PDA, Smartphone), Networking and Communication VOLTE/5G, Automobile, Industrial etc.
- Emerging Segments: SmartTV, Drones, Audio/VoiceAssistant, Wearable's, VR/AR/XR, IOT(Smart homes-Smart Cities) etc.

# STP

- Strategic for business
- Long-term marketing decision
- Aligned organizational objectives

# STP

- To serve/not to serve all MARKET/mass-market
- Assess the resources and capabilities
- Analyze the market/focus on a pie
- Select customers whom to focus
- Serve better than competitors or at par

# Segmentation

- Market segmentation is the process of dividing a market into groups of customers who have similar requirements for a product or service offering

# Segmentation

- Market segmentation is the process of dividing a market into distinct groups with distinct needs, characteristics or behavior who require separate products/services

# Need for Segmentation

- Heterogeneous market
- Perception of Value Differs
- Optimize Resources/Focus marketing efforts
- Repeat Buy/ Customer Loyalty/ Profitability/ Rol

E.g.



E.g.

## **Corporate Benefits Business Service**

Meal vouchers/Restaurant Smart cards

Employee Welfare/Tax Savings

Disposable Income/Wallet-Payment System

Financial partnership/Loyalty Management

E.g.



E.g.

**Renault Duster** (India Launch after global success)

- Affordable compact SUV with Competitive Pricing (initial price range INR 7.19L to 11.3L)
- Attracted both premium hatchback and sedan buyers in India
- Renault Logan, Success in Europe Failure in India due to poor segmentation based pricing

# Segmentation Process

- Two Stage Process
  - MacroSegment
  - MicroSegment
- Market research/Evaluate Segments
- Target Market Profiling

# Criteria for effective Segmentation

- Measurable
- Substantial
- Accessible
- Differentiable

# Variables for Segmentation

- Type of Industry and Organization
- Size of the Organization
- Geography and Location
- Usage and Applications/Process Requirements

# Variables for Segmentation

- Organizational Structure
- Purchase Policy and Criteria
- Buying Situations: New, modify, Repurchase
- Buying Centre Characteristics

# Targeting

- After market segmentation
  - Target Marketing
- Evaluate every segments and their potential
- Select one/multiple segments for firm offerings

# Evaluation of Segment

- Target Marketing requires systematic evaluation of market on the basis of size of market, growth rate, competitive analysis, profitability analysis, firms VMV/goals etc.

# Targeting Criteria

- Resources availability/capability
- Product Life Cycle
- Nature of Product
- Nature of Market

# Undifferentiated Marketing

- Mass market strategy
- Ignore heterogeneous nature of market
- Single marketing programme
- High Competition and Buyer Switchover

# Differentiated Marketing

- Select target market based on heterogeneity
- Target Specific needs and requirements
- Customized offerings
- Different market campaigns

# Concentrated Marketing

- Target large share of a promising segment
- Can be 'Niche Marketing' narrow targeting
- Sustain leadership position
- Specialized capabilities

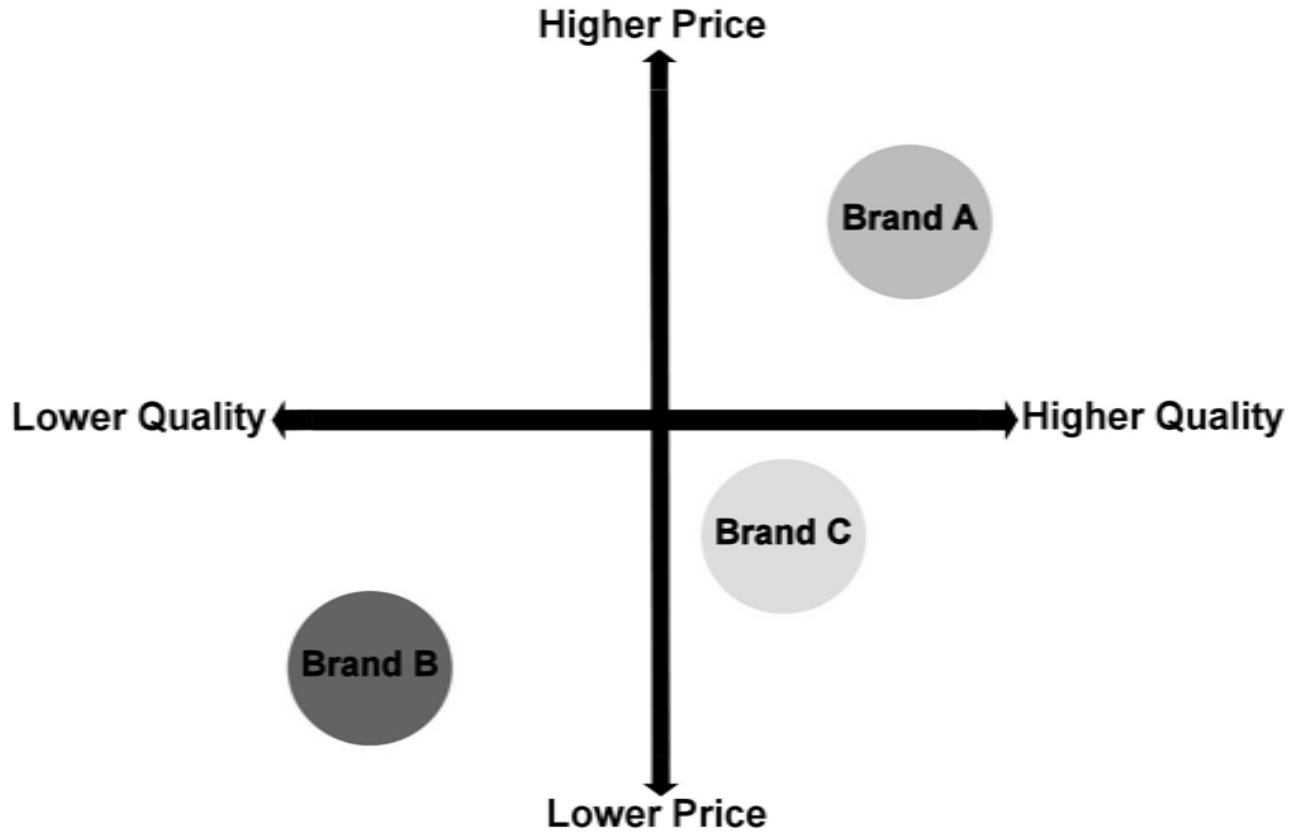
# Positioning

- Process of influencing potential customers  
perceived value of brand/product/firm
- Match with competitive advantage of a firm
- Focuses on USP/POD
- Iterative Process/Re-Positioning

# Perceptual Maps

- Two dimensional
- Can use different variables viz. Cost-Quality,  
Service-Product, Brand Value-Price, Utility-Cost

# Perceptual Maps



Perceptual Map of Price vs Quality