

Choosing a Target Market Exercise

Listed below is a table that provides top-level information for eight different market segments. Based upon the information provided, which target market would you select as the best one to pursue? Why?

ACTIVITY/TASK

Segment	Size \$m	Growth %pa	Competitiveness	Access to Retailers
A	100	5	Medium	Easy
B	100	20	Aggressive	Hard
C	75	5	Medium	Medium
D	75	20	Aggressive	Hard
E	50	5	Friendly	Easy
F	50	20	Medium	Easy
G	25	5	Friendly	Easy
H	25	20	Medium	Easy

QUESTIONS

1. Which segment/s are the most attractive? Why?
2. Which segment/s would you NOT target? Why not?
3. Which particular factors did you rely upon the most to help guide your decision?
4. In real business life, what other information would you need to help you select the best target market for a firm?