**Name:Jayesh Vijay Sanap (Team Lead)**

**Food Case Study Report**

**Step 1: Deciding (not) to Segment**

1. Strategic Implications: The actual decision to segment a particular market is a strategic marketing decision which defines long-term strategic course of market actions across different organizational functions.
2. Market Complexity Consideration: This step focuses on the evaluation of the market to determine if segmentation, will produce workable segments.
3. Cost-Benefit Analysis: The strength lies in comparing cost and benefits through accessing market returns for the appropriateness of segmentation, as not all markets offer high returns for segmentation when differentiation does not result in improved profitability.
4. Resource Allocation: A market segmentation technique requires investment (time, money and people) and organization's must determine whether they are ready to support it.
5. Adaptability of Segmentation: Static segmentation is problematic because companies must determine whether they can respond effectively to segment change, or opportunities will be lost.
6. Implementation Barriers: The process of segmentation might be offshore due to issues like; data availability as well as integration issues which act as practical implementation barriers.
7. Competitive Analysis: The purpose of this step is to have an assessment of competitior’s segmentation strategies or to get to know whether it is possible or profitable to follow primary strategies.
8. Compatibility with Core Business Model: While segmentation is quite useful to many businesses, many businesses may not require this kind of marketing because some are in the business of catering to the general public while some because of their circumstances may stand to benefit more from this targeting strategy.
9. Segment Longevity: The possibility of segments to stay relevant throughout time is very important since always changing segments is not effective for marketing.
10. Decision Checklist: The chapter is concluded by segmented checklist of the viability of segmentation, for organizations to go forward only when they can afford it.

**Step 2: Specifying the Ideal Target Segment**

1. Defining Clear Evaluation Criteria: The step starts with having knock-out and attractiveness criteria to guide the selection of the target segments.
2. Knock-out Criteria: These criteria are basic standard that are set for the segment such as accessibility, size and profitability by which segments that do not meet the basic standards set will be eradicated.
3. Attractiveness Criteria: Remaining segment are assessed on the profitability index and relevance to strategic map as well as other variables.
4. Homogeneity and Distinctness: The ideal segment is therefore one that is internally homogeneous in order to be very easily distinguishable and marked out from other segments that could interest the marketer, hence externally heterogeneous.
5. Evaluation Matrix: The matrix structure shows how each segment can be valuable and attractive to the organisation within each segment, providing each segment’s feasibility to the organisation.
6. Feasibility Testing: This involves establishing whether or not segments can be accessed via certain modes of communicating; otherwise resources may go to waste through incongruous targeting.
7. Aligning with Company’s Strategic Goals: This makes segments easily comprehensible in terms of the company’s goals, values, and other long-term prospects, as well as creating harmony.
8. Scalability: This means companies must determine whether the segment is capable of expanding with the business and catering for the needs of a market after the marketing rush has been exhausted.
9. Legal and Ethical Implications: These are privacy and consumer rights in relation to an organization’s romanticized marketing strategies.
10. Checklist for Target Segment Criteria: A list of elements is included at the end of this step for the systematic fulfillment of all the criteria is offered at the end of this step to support the eciton and help with a balanced decision.

**Step 3: Collecting Data**

1. Data Collection Foundation: Data is the most crucial element in segmenting the market therefore data collection is the initial step in market segmentation.
2. Selection of Segmentation Variables: There is no doubt that an effective choice of segmentation variables—geographical, socio-demographical, psychological, and behavioural—constitutes an important prerequisite for actualization.
3. Survey Data: Questionnaires are efficient tools for collecting first-hand data on preferences and behaviours, but their flaws have to be kept under control to prevent response bias.
4. Transaction Data: This is done in terms of sales when examining databases that contain information on consumer’s actions without having to ask them a number of questions.
5. Geographic Segmentation: Service based segmentation makes it possible for different companies to make deals according to the preferences of that area.
6. Socio-demographic Data: Elements such as age, sex and income sometimes become good predictors of consumers’ wants, thus the positioning of the products.
7. Psychographic Segmentation: This captures lifestyle/psyche and thus consumer behaviour which is known to be driven by attitudes and needs.
8. Behavioral Segmentation: Determination of purchase frequency and loyalty and utilization of the product enables one to understand the customer needs and chances of repeat purchase.
9. Sample Size Considerations: Sufficient subject sample guarantees that collected data is an accurate portrayal of ideal population and increases credibility of the results.
10. Data Quality Control: Emphasis is put on checks with a view of correcting any error, removing any out of place figure, as well as, inconsistencies making the analysis to be more comprehensive.

**Step 8: Selecting the Target Segment(s)**

1. Target Segment Evaluation: Businesses are known to perform a meticulous analysis of each segment under consideration with regard to attractiveness and fit to the business.
2. Knock-out and Attractiveness Criteria Re-evaluation: Each segment is also validated to check if it meets ‘knock-out’ and ‘attractiveness’ criteria set at the beginning of the study.
3. Decision Matrix Utilization: Attractiveness and competitiveness are compared through decision matrices to further help present segment appeal and determine focus.
4. Scoring System for Segments: A scoring system is useful in putting a figure on the evaluation making it easier to compare one segment against the other.
5. Profitability Analysis: It is financially motivated; organizations estimate probable income, acquisition expenses, and returns on each segment.
6. Compatibility with Resources: The needs of the segment are measured with the resources and capabilities of the company to meet necessary satisfactory level.
7. Long-Term Stability: Loyal consumers are identified to work out the sustainability of its target segments while the choice should be capable of enabling sustainable marketing.
8. Customer Satisfaction Potential: Managers expect to delivery and surpass consumers’ expectations within a targeted segment in order to achieve optimal consumer satisfaction and loyalty.
9. Comparative Advantage: Companies use the evaluation of company strengths against competitor strengths, to choose segments within which they possess a competitive edge.
10. Final Decision Checklist: The checklist guides the company to ensure that all the attributes required are considered, reducing chances of selecting wrong target segment.

**Step 9: Customizing the Marketing Mix**

1. Product Customization: Marketing communications are used to target the chosen segment(s) based on product or service attributes dealing with product design and features.
2. Price Adjustments: Pricing policies consider about the segment’s vulnerability, its economic strength or perceived worth and then position the product correctly within the context of competition.
3. Place/Distribution Choices: The right distribution channels mean that the product is available to the segment because that is where they mostly buy from.
4. Promotion Personalization: The segmentation objectives are factored in order to ensure the communications strategies achieve the segment’s preferred message style, tone and channels.
5. Feedback Loops for Adaptation: Inputs from the segment are received on a regular basis in order to maintain a perfect synchrony with the changing needs in terms of the four marketing mix elements.
6. Aligning Product with Segment Preferences: These may involve barter offer and rebundling and segment specific additional offerings or services.
7. Testing Pricing Elasticity: The output of this segment test is to check its ability to sustain the set price point so that maximum revenues are achieved without compromising customer traffic to other segments.
8. Selecting Optimal Channels for Place: Where, how, and through which channels this segment can be targeted best without much hindrance is also elaborated to include either online, physical stores or through other retailers.
9. Targeted Promotions and Offers: For this reasons, offers are developed to target and respect the segment’s driving forces thereby prescribing appealing promotions that increase the likelihood of actualization.
10. End-of-Step Checklist for Marketing Mix: The final one makes certain that each factor of the marketing mix works in support of the segment’s requirements ultimately creating a comprehensive effective and efficient marketing strategy.

**GITHUB LINK:**

<https://github.com/Jayzzz45/fastfoodmcdCasestudy.git>