

Segmentation, Targeting and Positioning Analysis

Market Research

Factor under consideration	Statistics	Insight
Academic Background	75% average in a four-year Honours Bachelor's degree	A person with good academic background
Work Experience	1 year	A working professional
Cost	Canadian /PR – 34, 354 CAD International – 55, 359 CAD	A person has considerable savings
Time	3 years (Content delivered on Friday Evening – All Saturday) 12 sessions per year	A person who has academic motivation commitment

Potential Segments

Starting Motors

- These Career Starters are basically goal oriented individuals that make use of university programs to advance in their oriented direction to learning. They evaluate the program's success rates while choosing the program offered at prestigious universities. They also evaluate against just-in time knowledge deliverance of the program that enables them to reach their ideal career position in the shortest amount of time.
- Key features – young , less experience, working professionals

Uncertain Students

- People who have a job to support their daily life and are looking to turn their side hustle into their long term career. These are the students who have graduated recently and unsure of the long-term career they want to be in.
- Key Features – young, academic background, freshly graduated

Unsatisfied Professionals

- These are people that have great experience in their profession. Since they have years of experience and work record, they probably have enough saving for funding this program. By being in the work market they have clear insight into how is to work as a employee and working as an employer. They are mostly married and have children so this may prohibit them joining weekend classes. They are experienced in their industry so they have some novel ideas available from real world.
- Key Features – working professionals, not recently graduated

Segment Rating

	Weight	Rating		
<u>Market Attractiveness</u>		Starting Motors (S1)	Unsatisfied professionals (S2)	Uncertain students (S3)
Customer need	0.4	6	9	4
Segment Size and Growth Size	0.25	9	5	8
Macro trends	0.35	8	3	8
Total Market attractiveness	1	7.45	5.9	6.4
<u>Competitive Position Factors</u>				
Opportunity for competitive advantage	0.5	9	6	6
capabilities and resources	0.2	5	7	7
segment appeal	0.3	6	7	6
Total Competitive position	1	7.3	6.5	6.2

Market Attractiveness & Competitive Matrix

		MARKETING ATTRACTIVENESS		
		WEAK (0-3)	MEDIUM (4-7)	HIGH (8-10)
COMPETITIVE POSITIONING	HIGH (8-10)		Segment 1	
	MEDIUM (4-7)		Segment 2 Segment 3	
	LOW (0-3)			

Reasons for scoring Starting Motors

Market Attractive factor	Uncertain students	Reason
customer need	6	The Parthenon survey revealed a distinct group of largely traditional age students. The people in this segment are extremely job oriented and use college to advance their specific career prospects. But minimum 1 year experience criteria might be an issue in the segment
segment size and growth size	9	Segment size and growth size is large because they are looking to improve their skills.
Macro trends	8	Macro trends is Large because they are passionate about their career
Competitive position factors		
opportunity for competitive advantage	9	Timing for this segment is pretty good as they will be looking at different career path
capabilities and resources	5	Comparatively low as there are huge number of potential customers in this segment
segment appeal	6	Responsiveness of this segment can be moderate compared to other segments.

Reasons For Scoring Unsatisfied Professionals

Market Attractive factor	Unsatisfied professionals	Reason
customer need	9	these people are highly concerned about their career and really looking for an opportunity to start their own venture
segment size and growth size	5	it is medium because not everybody risk their financial status to start a new company
Macro trends	3	It is not common for people to leave their secure jobs for risky entrepreneur ship project
Competitive position factors		
opportunity for competitive advantage	6	MBet offer unique and highly focused toward entrepreneurship apart from offering most business courses
capabilities and resources	7	Conrad and UW have great resources for starting new startups
segment appeal	7	Other courses like MBA is available

Reasons For Scoring Uncertain Students

Market Attractive factor	Uncertain students	Reason
customer need	4	this segment have potentially lower income
segment size and growth size	8	Segment is likely to rise because number of uncertain students are rising
Macro trends	8	These kind of students are highly influenced by advertisements and trends
Competitive position factors		
opportunity for competitive advantage	6	MBET is different from most MBA programs
capabilities and resources	7	UW and Conrad have great amount of resources to shape their career in definite direction
segment appeal	6	since they are ambiguous they are not committed

Positioning Statement

For aspiring and passionate individuals who wish to foster their entrepreneurial spirits, MBET is an exceptional program offered by the University of Waterloo, that provides a part-time weekend based courses that allows you to earn your Master's degree without interrupting your career. Unlike other business programs like MBA, we offer experiential learning through real-life experience with engaging industries.