

**UNIVERSITY OF PROFESSIONAL STUDIES, ACCRA(UPSA)**



NAME: QUARSHIE ESSUMAN EMMNAUEL

INDEX NUMBER: 10274695

COURSE: INTEGRATED MARKETING COMMUNICATION

PROGRAMME: PUBLIC RELATIONS MANAGEMENT

CLASS: PR GROUP ONE

Market identification broadly involves identifying why a customer or customers would want to buy from you, breaking down the overall market into different segments based on shared characteristics, and then choosing the most feasible, profitable market segment or segments as the target for your marketing mix.

#### MARKET IDENTIFICATION: NESTLE GHANA

NESTLE GHANA is one of the largest food and beverage companies in the world. Its primary objective is ‘‘good food, good life’’. The company produces various products such as coffee, chocolate, cereal grains and many others.

#### MARKET SEGMENTATION.

Market segmentation refers to the group of individuals who have common intentions towards a

specific brand; market segmentation can be classified into three types: mass marketing, one-to-one marketing, and niche marketing.

Age, gender, income and education are some of the demographics used in marketing segmentation. Geographical information on cultures and countries. Attitudes, knowledge and awareness, as well as goals and needs, are all psychological factors. This strategy is based on four things.

**Behavioral:** Group your audience according to how they interact with your company. behavioral segmentation mostly focuses on the customer’s knowledge, understanding and their attitudes toward the product.

**Demographic:** With this segmentation, it is based on age, (both adults and children) gender, income, (consider the financial muscles of the people you are targeting at) and educational attainment. (their educational level should be considered).

**Geographic:** nature. This can be categorized based on the weather, warm, cold, or hot. The country region, the rural and urban areas and the global region should also be considered.

**Psychological differences:** products or goods should be categorized depending on personality and lifestyle. Kit Kat for those who want to have the feel of real chocolate

**TARGETING:** At this stage, segmentation and is driven by consumer criteria 3that are both relevant and important. Now we move on to targeting which is more or less like selecti on; now

that we have identified our clients through segmentation, we will target them for success. Since

we have examined the market, our strengths and our rivals, we will have a better idea of what they are excellent at and strive tot service segments with comparable requirements and wants to

ours in the hopes of creating happy and loyal consumers who will be lucrative for the firm.

**MARKET POSITIONING STRATEGY:** This talks about the identification and where the company's position in the market and the eyes of the consumer is, and once we understand where we all are, we can figure out where will like to go. You should begin this position strategy

by;

**COMPETITORS;** Use your competitors as a reference point for differentiation. This will highlight a key difference your product/service offers in the market to make it favorable and unique compared to other market place options

**POSITIONING BASED ON PRODUCT USE:** Associate your product with a particular usage to

position your brand in the market. Example, tea is beneficial to anyone wanting a quick, convenient meal on the go or just lacking time.

**POSITIONING BASED ON QUALITY:** The price and quality of the product should align, certainly in the customer's mind. However, positioning a product based on its high quality or luxury will be different from positioning based on price.

**POSITIONING BASED ON PRICE:** Positioning your products or services on price is competitive pricing. For example, supermarket chains often have a house brand and very lowprice products in many product categories.

**POSITIONING BASED BY PRODUCT ATTRIBUTES:** Use a product characteristic or benefits

as a positioning strategy to associate your brand with a particular feature beneficial to customers.

For example, in the food processing industry, a person who worries about cocoa products will choose Nestle over others because of its brand positioning.

**SERVICE:** The corporation should provide 24-hour support lines so that clients may readily reach out to them with difficulties or question.

**POSITION BASED ON USE:** Identify the people who use the product to prevent wastage.

Choco Milo for instance is mostly enjoyed by children while Nescafe is also enjoyed by adult.

This will help you identify your targeted customers

Promotional tools and Marketing mix improves the effectiveness of promotional campaigns: promotion is a very crucial part of any business, so companies developed a promotional mix, putting all efforts to make promotions at the right place, time and to the right audience.

#### **WHY THE MARKET MIX AND THE PROMOTIONAL TOOLS MUST SPEAK ONE MESSAGE**

The market mix and promotional tools must speak one message to avoid confusion of consumers. If they speak one message, they can produce greater results than tools used individually and in an uncoordinated way.