Target Market: The market segment that a particular product is aimed at. Target market of Le Sportif is rich people.

Niche Market: A specific small portion of a larger market. Target market of La Sportif is niche because rich people is a small portion of the general population.

They can use product positioning to find out which part of their target market have the least competition. Since their competition have increased after two new clubs popped out, Le Sportif can use a product positioning map to find out what type of products or goods does their competitors provide, and which area have less competition, so that they can step in to make profit.

Market segmentation is very beneficial for companies, especially when companies have competitors. Without market segmentation, a company may have a broad focus when developing products, meaning that they might value quantity over quality. However, this makes it so that they loose competition in all of their markets since they spend less time and effort developing each product. This makes it so that the consumers are likely to choose the products or goods from another company since it would be better, making it so that the company have no profit or cash income. When market is split up into segments, it makes it so that companies can have specific focused markets which they can spend more time in that specific market to become the market leader of that section. This is beneficial since people would be choosing your specific company over other ones since you have more competition, thus enforce the strengths of your company. This may be helpful for Le Sportif sine now they are experiencing growing competition. If they start focusing on specific sectors of their broad target market, they may be able to attract more customers since they have differentiated them selves from their competitors.