

Individual Assignment: Case Analysis (week 2: 20%) Submission 19th August, 2022

Choose a company and select a “new/ existing” product or service being introduced by this company. The product or service you select may be entirely new or simply a line extension of an existing product. Imagine you are the marketing team leader of the product/service; you have to select and choose the market segment to target. Your role is to convince the company management/decision makers that the market segment selected makes sense, provide the management with detailed analysis of the segment and make recommendations on how to reach the selected market segment.

1. Define your target market segment
2. Generate the initial analysis of the target market segment (Consumer behavior, demographic, physiographic and geographic)
3. Develop the market positioning statement of the selected product (Use the available market positioning message/statement)
4. Give recommendation and conclusion of your market segment analysis

Your report should have the Following

1. Title Page (Market Segment Analysis “Name of the product/service”)
2. Table of Contents
3. Executive summary/Abstract
4. Market Segment analysis
5. Recommendation and Conclusion
6. References

Maximum pages is 9 plus references, Times new Roman 12, space 1.5