

## A/ ASSIGNMENT RECAP

- Provide an overview of the allocated women's fashion market segment.
- Analyze the current market environment.
- Identify and highlight 2 or 3 key brands in this segment.
- Explore demographics, psychographics, and lifestyle of consumers in the segment.
- Create three consumer profiles representing typical customers of the key brands.
- Include detailed information about demographics, psychographics, lifestyle, and activities.

Suggested structure:

- I. Market segment introduction
- II. Market environment overview
  - 1. Brand no.1
  - 2. Brand no.2
  - 3. Brand no.3 (optional)
- IV. Customer profiles
  - 1. Customer 1
  - 2. Customer 2
  - 3. Customer 3

## B/ KEY TERM DEFINITION

- 1. Market Segment:** A specific and distinct group of consumers within the broader market, sharing similar characteristics or needs.
- 2. Market Environment:** The external factors and conditions that affect the market and its participants, including competitors, economic trends, and regulatory factors.
- 3. Key Brands:** Prominent companies or labels that play a significant role in the target market segment.
- 4. Consumer Insights:** Information and data that provide a deep understanding of consumer behaviors, preferences, and motivations within the market.
- 5. Demographics:** Quantifiable characteristics of a population, such as age, gender, income, and education.
- 6. Psychographics:** Qualitative characteristics related to consumer attitudes, values, interests, and lifestyle choices.
- 7. Lifestyle:** The way individuals live, including their daily activities, interests, and behaviors.
- 8. Consumer Profiles:** Detailed descriptions of representative consumers in the market segment, typically based on demographics, psychographics, and lifestyle.