

MARKET **S**EGMENTATION & **T**ARGETS

FOR THE TRADITIONAL POTATO CHIPS CO.

Recommendations

The diagram consists of three large, overlapping circles. The circle on the left is labeled "BRANDING". The circle in the center is labeled "PRODUCTION LINES". The circle on the right is labeled "EXPANSION". All three circles are outlined in black. The background is a textured, light gray surface.

EXPAN-
SION

PRODUCTION LINES

BRANDING

Segmentation Variables

Country - State, Population ...
{Australia, China(), South-Asia() ...}

Density
{Rural, Urban, Suburban}

Geographic Demographic Psychographic Behavioural

SocioEconomic
{Income(), Class(), HDI(Employment...) }

Lifestyle (AIO's), Attitudes
{Health/Weight/Social/... Conscious,
Active, Work-Life Balance, ... }

Age {0-19, 20-39, 40-59, 60+ ...}

Sex {Male, Female}

Family Size / Life Cycle {Single, 2 parent...}

Education {None, Primary, University...}

Shop Preferences {Corner, Gourmet,...}

Benefits {Quick, Quality, Image, Health...}

Buying Decisions {Habitual, Variety...}

Usage Rate {Daily - Weekly - Occasion... }

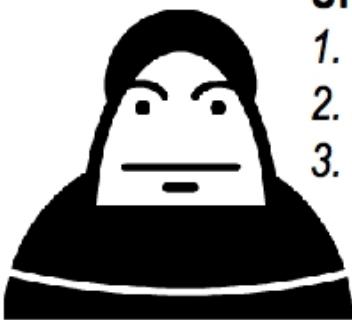
Market Summations (Australians)

Key:

1. Market Size
 2. Expected Growth
 3. Competitive Position
 4. Cost to Reach
 5. Compatability
- pop. = population

Unhealthy Young Adult

1. 10 Million People!
2. Long-Term Decrease
3. Unhealthy Competition (less-so for healthy)
4. Minimal Reach-Cost
5. Good Compatability



Healthy Young Adult

1. Dieting Women (24%) > Men (16%)
2. Social Trends: 50% pop.
3. Few, Large Growth Room
4. Pricey, (+Gov. Initiatives)
5. Excellent



Young Urban Professional

1. Decreasing Overall
2. Little Growth
3. Lots, from high - low
4. Expensive
5. Good Market for Health/Image nuts. However, it's saturated.

Working Single Parent

1. 486,000 Families!
2. Constant ++ (0.4%p.a.)
3. Lots from cheaper brands
4. Minimal
5. Not Good (Low Income)



Healthy Family

1. 70% (2par., 2kid)
2. Overall Increase
3. Lots from Generic, Little from Organics
4. Medium
5. Great. (Social+Snack) responsibility of Kids .



Seniors

1. (65+)-> 13%
2. (2050)-> +27%
3. Very Little
4. Minimal
5. Likely Appeal, Unlikely Swap.

Market Summations (Asia)

Key:

1. Market Size
 2. Expected Growth
 3. Competitive Position
 4. Cost to Reach
 5. Compatibility
- pop. = population
^ = Increase

Indonesian Young Adult

1. 15-64yrs (55%), 160 million
2. Expanding Growth
3. 20%western, 50%traditional
4. Mature Market (dominated), Lessening Barriers (imports^)
5. Chips=Popular,



Youth of the South China Sea

1. SE Asia; 593mil. avg50ml
2. 0-2% (low, higher)
3. Westernized places, more-so, lessening barriers: swOt
4. High (declining)
5. long-term.~expendable\$ awareness/culture (slow ^)



Taiwan Adult

1. 15-64(72%), 16million, Median: 36.5
2. Static Pop. of 23 million, ^long-term shift
3. Many, Undominated
4. Very High
5. Very Compatible



(East) Mainland Teenager

1. 41% Urban
2. Fast Growth
3. lots(41brands)
4. low(production), high(legal, ads...)
5. Good.



Busy Family of Mainland China

1. 5 million nuclear
2. Decreasing to Singles/Groupings
3. Lots(Pepsico,etc)
4. Very High
5. Not Great.



Indian Young Adult

1. 15-64(64%) 700 million
2. 1.7%p.a.
3. Moderate
4. High (ads,...)
5. ~ Long Term Market



Chinese Seniors

1. 8%, 1000 million
2. Increasing
3. Targeted over ages
4. High Costs
5. Low. Not adjustd, expendable \$s.



Meet Suparman

Age: 24

Home: Jakarta, Indonesia

Income: Steady

Image: Healthy & 'Cool'

Self: Westernized

"Moving to better products"



Meet Jill

Age: 35

Home: Joe (Husband) & 2 Kids

**Income: Fully Employed
& Accumulated Savings**

Image: Healthy & Responsible

Snack Food: For Kids & Entertaining

"Organic Products are Healthier"