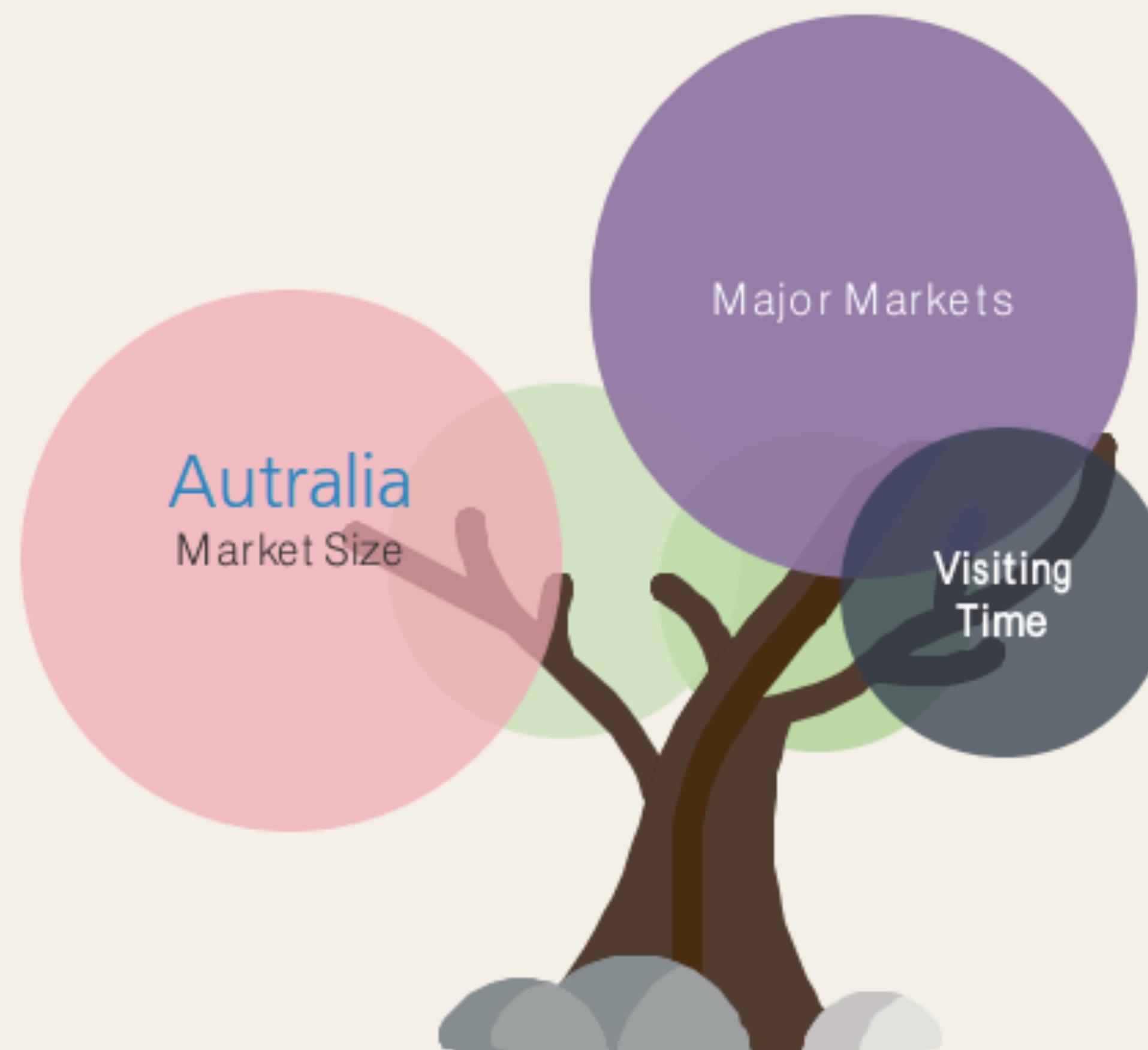


*“Hot Coffee, Cool Clothes”*

Enjoy Your Day





### Australia Market Size

The report to be released on Monday, to coincide with the opening day of Afterpay Australian Fashion Week, shows that the Australian fashion industry generates **\$27.2 billion annually**,

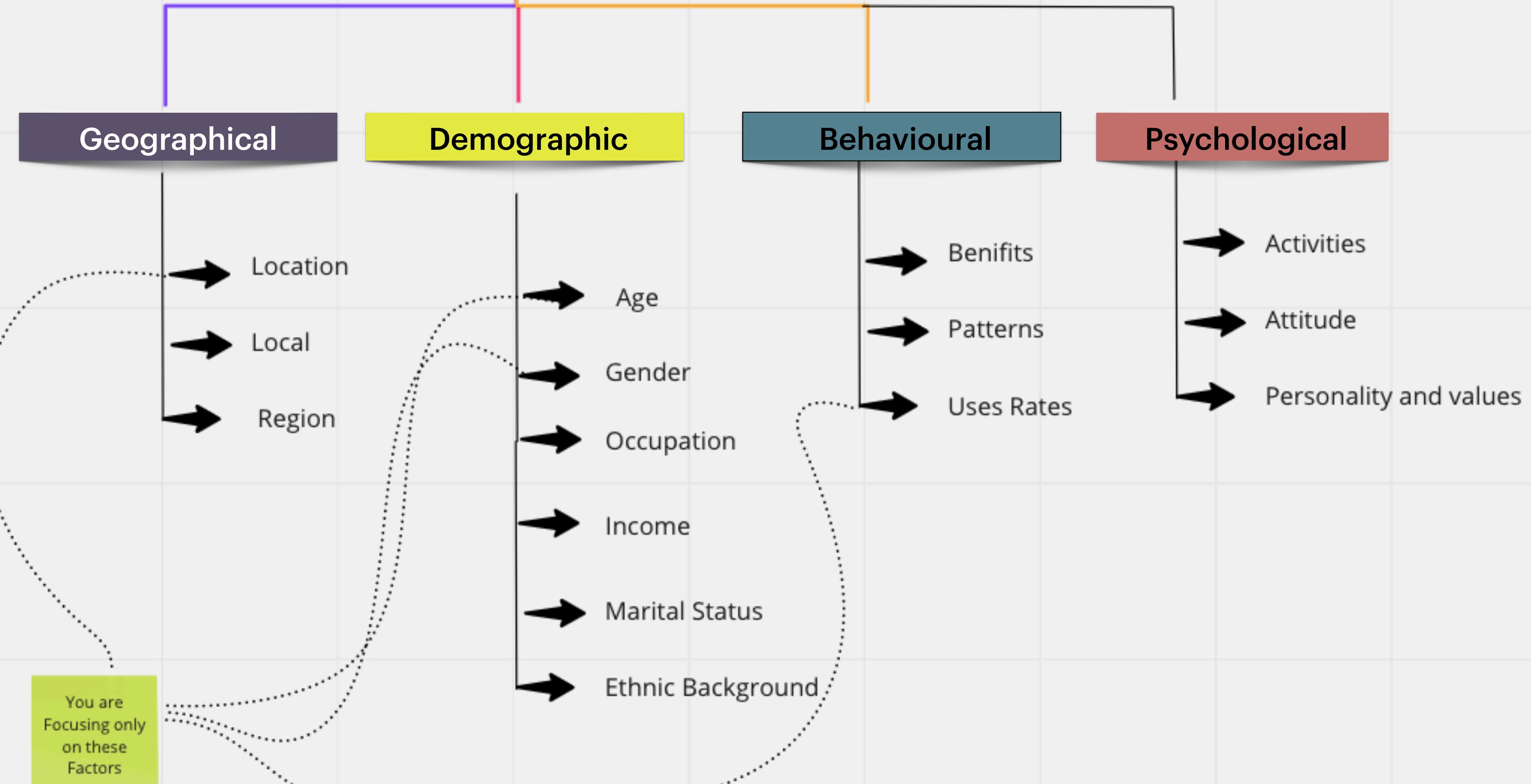
### Time spends Average

Their target market spend around 4 hours per week clothes shopping and spend from \$100 to \$200 per week on clothes – they also buy around 5 gourmet coffees per week

### Major Markets

People aged 35 to 54  
People aged 55 and over  
People aged 15 to 34

## Segmentation



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**Geographic segmentation,** You have to split your market based on location, is a basic but highly useful segmentation strategy. A customer's location can help you better understand their needs and enable you to send out location-specific ads. You can also identify consumers based on the characteristics of the area they live in, such as its climate, the population density and whether it's urban, suburban or rural

**Demographic segmentation:** It is one of the most common forms as you research upon the age & gender criteria but for marital status

Divide the customers on Income bases also it will help you to expand your business Segmenting a market according to demographics is the most basic form of segmentation. Combining demographic segmentation with other types can help you to narrow down your market even more. One benefit of this kind of segmentation is that the information is relatively easily accessible and low-cost to obtain.

Some products are targeted explicitly towards a specific demographic. One personal care company, for example, might make two suits products — one labeled as unmarried woman and one labeled as Married woman suits.

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## NEW customer segment which you have try to target

**Trending Designs**  
by adding slogan like  
"First Time in this  
Region"

Target Females age $\geq 21$   
They are **stable**  
& **Frequent buyers**

**Seasonal Sale & Festivals**  
Discounts

You have try to position themselves to be more appealing to these NEW target segment.

Finally you need to identify how you should position your product to target the most valuable customer segments. Then, Select Marketing Mix (Product, Price, Place, Promotion) that will help you to reach your customers and for positioning and also consider why customer will come to your store rather than others.

You have to focus on the strengths and weaknesses of your store, the needs of the customers and market and the position of competitors. The purpose of a positioning is that it allows your store to in spotlight specific areas where you can outshine and beat your competitors.



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### Some Key Points:

1. There are two parts in your business 1st Coffee and 2nd is clothing and your concept is “meet, shop, relax and chat”
2. If are not not lunching your own products and you are selling only other brand’s products eg. Zara etc.
3. You have to do demographic survey to which income class customers you are going to target and accordingly that put the brand’s product of low and high prices.
4. Use the concept of no bargaining because if you will do bargaining it will decrease the value of marketing.
5. Pay attention on your competitors and their positions in the market. If you are unique and easily differentiated from what is on the market then your positioning will be effective.
6. As your store is already profitable then focus on to open outlets.
7. Using competitors as a frame of reference to differentiate a brand is another type of positioning. Positioning your brand against competitors is an obvious challenge on quality and asserts that your brand is superior with a competitive edge Positioning in relation to or against competitors inferentially acknowledges similarities but focuses on the differences, thus spotlighting your brand over the others.
8. Firstly Serve them coffee and during this time as they are enjoying their coffee, show some designs of costumes to customers lets suppose if they didn’t find their desired costume or they don’t like costume then still your coffee business will be in profitable it will be a Psychological strategy.

