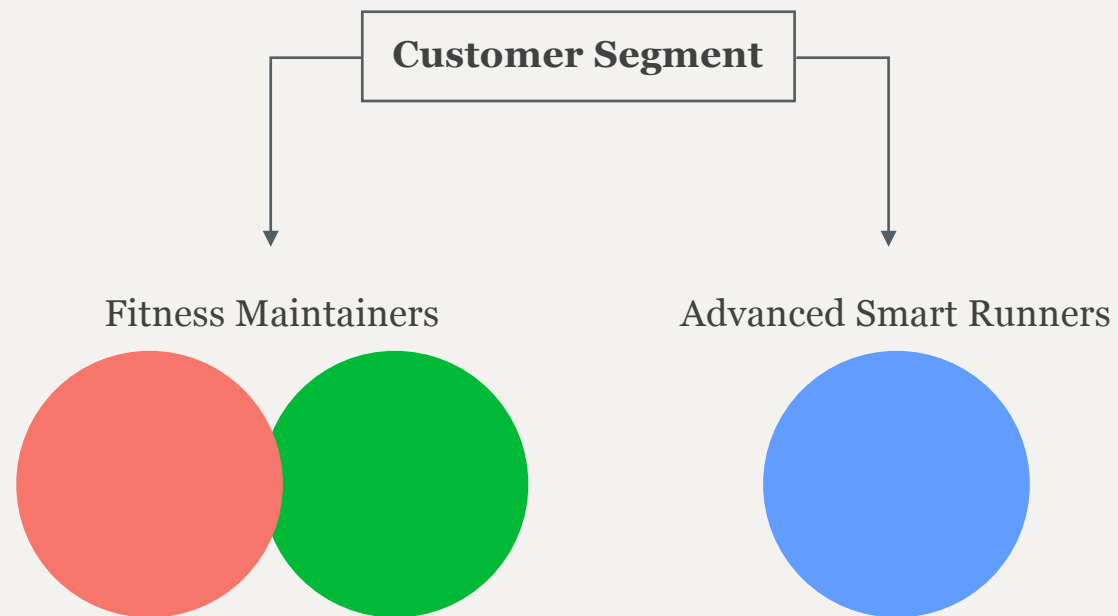

Cardio Good Fitness.

CUSTOMER PROFILE & MARKET RECOMMENDATION REPORT.

1.0 Customer profile of the different products.

1.1 OVERVIEW OF CUSTOMER SEGMENTATION.



1.1.1 CUSTOMER PROFILE

The customers are categorised into 2 segments.

1. **Advanced smart runners:** TM798 customers.
2. **Fitness maintainers:** TM498 and TM195 customers. The reason I see them as one segment is because they are not significantly different from each other.

1.0 Customer profile of the different products.

1.2 CUSTOMER PROFILE FOR PRODUCT TM798.

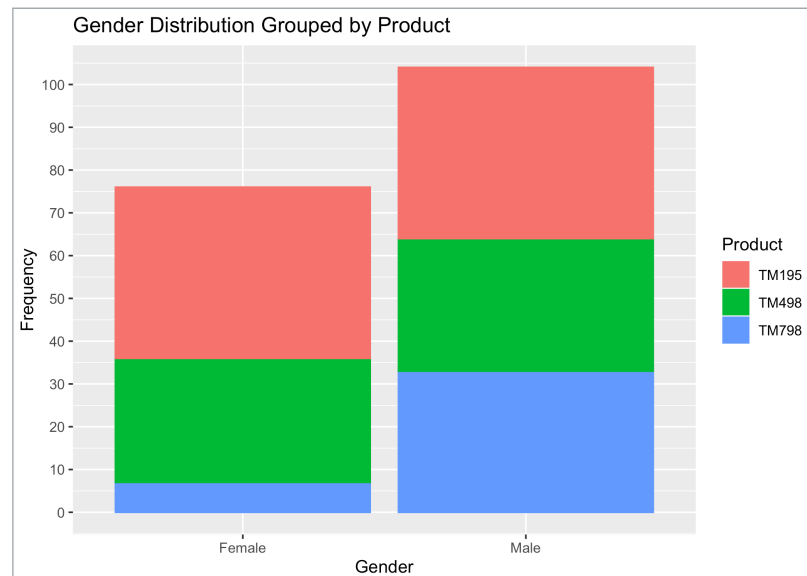


Figure 1.2.1

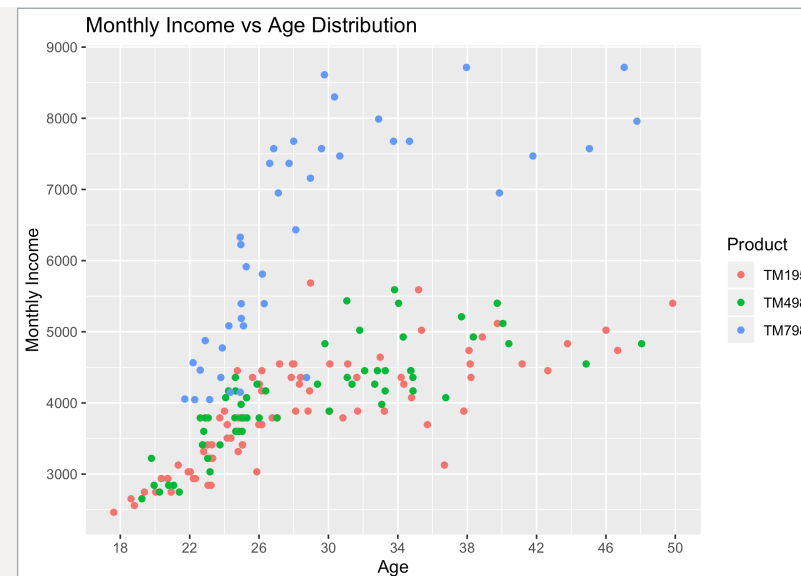


Figure 1.2.2

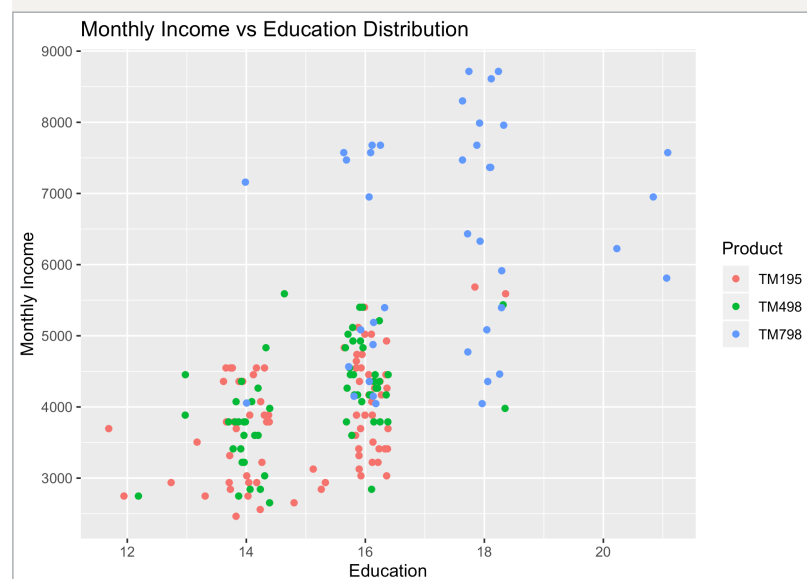


Figure 1.2.3



Figure 1.2.4

2.1.1 DEMOGRAPHIC

Treadmill model **TM798**, highlighted by the sky blue colour.

Gender:

Predominantly **male (82.5%)** compare to **female (17.5%)** as shown in figure 1.2.1.

Age:

They are mostly **young adults**. About **85% of the customers** are young adults aged between **22–35**. Looking at the figure 1.2.2, we can get an idea of where the distribution lies.

Income & Career:

They are **educated, intelligent, and high income earners**. Figure 1.2.3 shows that most customers have **16–18 years of education**, with bachelor or master holders. Their income range from **4,050–8,700** with a **median of 6,381**.

Physical Fitness:

They are mostly **very fit**. **72.5%** of the customers perceived themselves as very fit with a rating of 5 and while the remaining percent as 3–4. The Figure 1.2.4 gives us an idea of where the distribution lies.

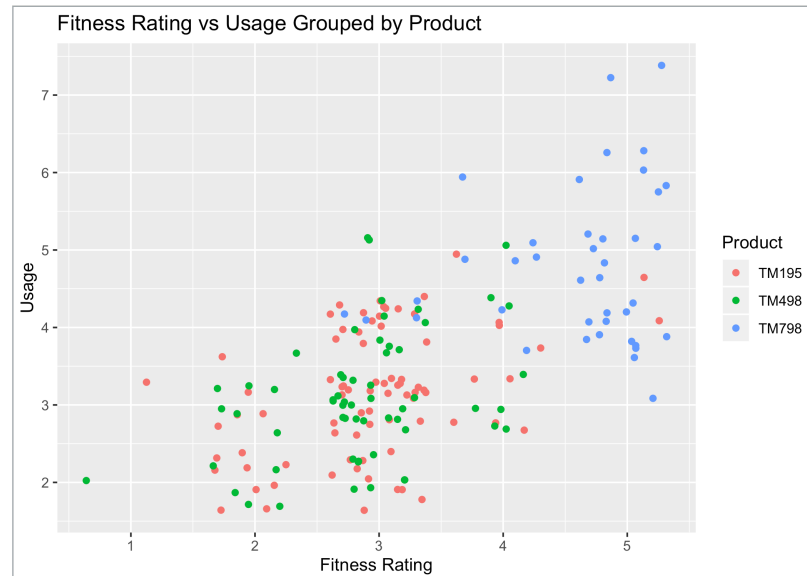


Figure 1.2.5

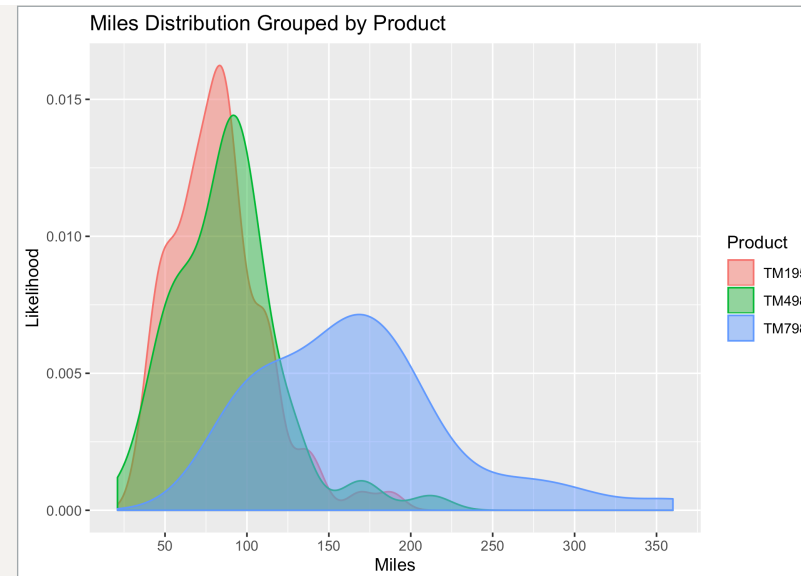


Figure 1.2.6

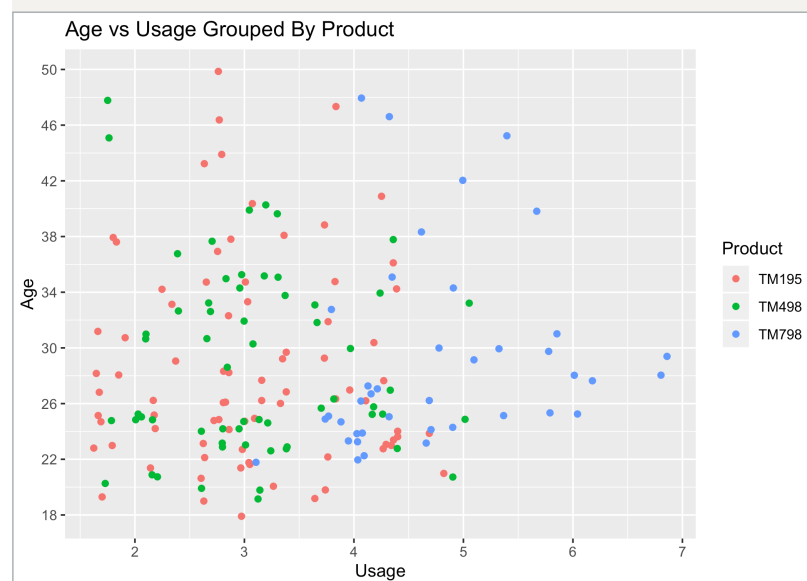


Figure 1.2.7

2.1.2 LIFESTYLE

They **run very often and longer miles, more than average runners. 97.5%** of the customers generally run **4–7 times a week** on average. **45%** of them run **4 times** week, while **52.5%** run **5–7 times**, which indicate that they are most likely avid, serious or advanced marathon runners, since 5–7 times a week is considered intense. It is unsurprising to see **72.5%** of the customers perceive themselves as very fit with a rating of 5. The figure 1.2.5 shows where distribution lies.

Since they run very often, they generally accumulate longer miles than other customers who purchased other types of treadmill. We can perceive it from figure 1.2.6.

2.1.3 PSYCHOGRAPHIC

Besides the intention to maintain fitness, they also like to **challenge and train themselves**.

My guess is that these **serious pro runners** will probably look more closely on the available **pro features, advanced specifications**, as well as **programs or applications integration** for training and performance tracking purposes. Hence, they are more **willing to spend extra penny** for a **higher quality treadmill**. Plus, they are likely **able to afford** one, judging by their monthly income.

There aren't many customers aged above 35 enjoy intense running, looking at figure 1.2.7. Perhaps because young adults are **more active**.

2.1.4 BEHAVIOURAL

Since they are intense runners, these customers usually **know what specification and feature of treadmill they are looking for**. I see them as **advanced smart marathon runners**. They more likely **care about the advanced product's benefits**.

This type of customers might prefer extra features like incline & decline, strong stable frame, cushioning, as well as application such as heart monitoring, performance tracking app, which are catered for athletes, fitness coaches, or advanced runners.

1.0 Customer profile of the different products.

1.3 CUSTOMER PROFILE FOR PRODUCT TM498 & TM195.



Figure 1.3.1

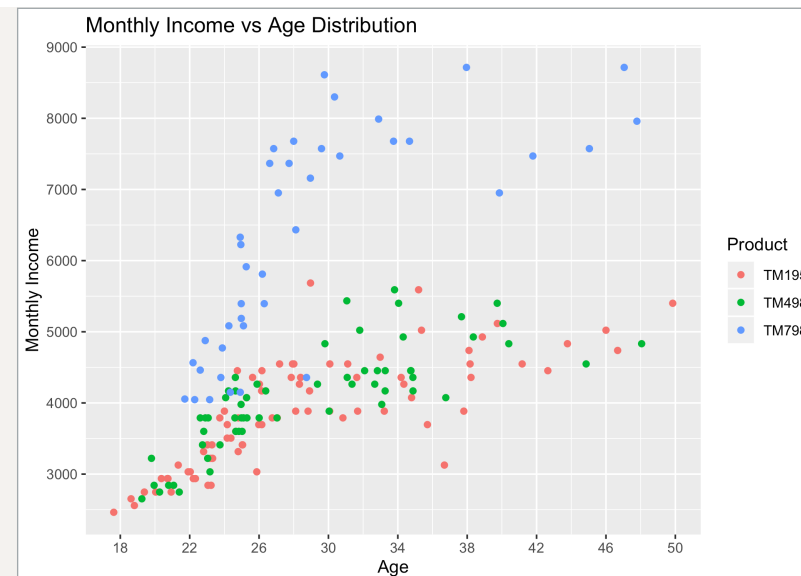


Figure 1.3.2

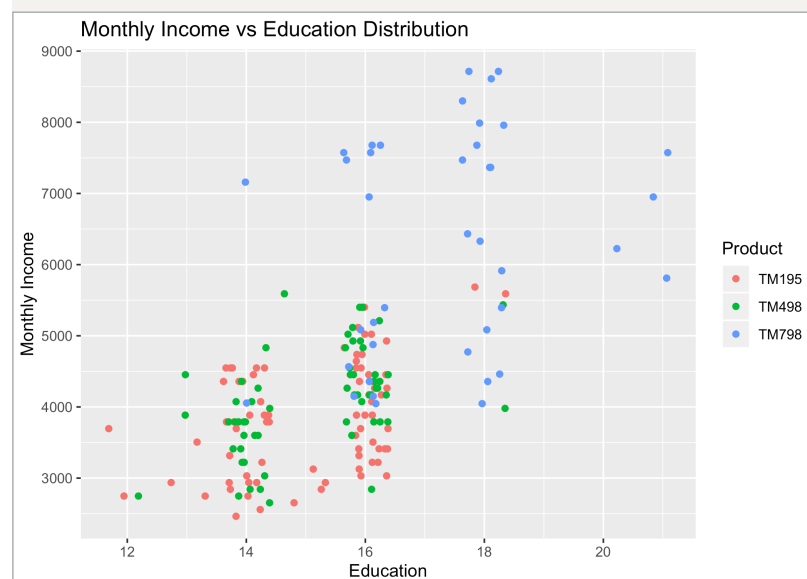


Figure 1.3.3



Figure 1.3.4

2.2.1 DEMOGRAPHIC

Treadmill model **TM498**, highlighted by the green colour, and **TM195**, highlighted by red colour. The reason I see them as one segment is because they are not significantly different from each other.

Gender:

Male and female are **equally dominated** as shown by figure 1.3.1.

Age:

Customers mostly include **teenagers, young and relatively old adults**. The age spans across **18–40**. Looking at the cluster of data points from figure 1.3.2, we can get an idea of where the main distribution lies.

Income & Career:

They are **mostly educated, but has meagre income**. Most customers have **14–16 years of education** as shown by figure 1.3.3. Most of them earn a meagre income ranging from **2,500–5,600** with a **median income of 3,950**.

Physical Fitness:

They are **neutrally fit**. Roughly **66%** of the customers perceived themselves as neutrally fit with a rating of 3. The remaining 2 and 4 rating is about 15% each. The figure 1.3.4 gives us an idea of where the distribution lies.

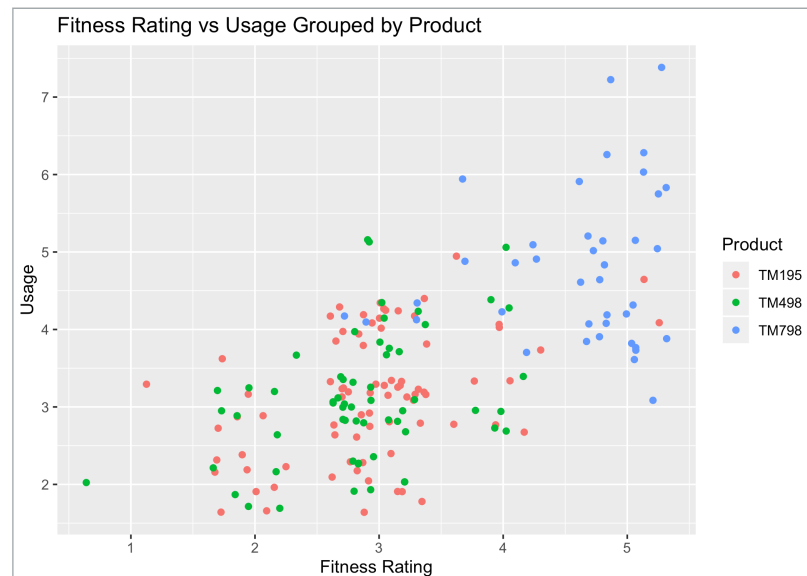


Figure 1.3.5

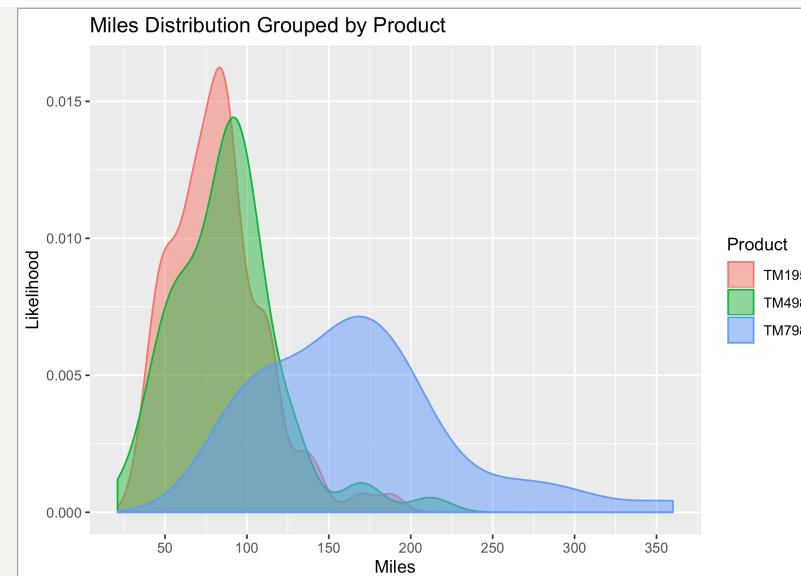


Figure 1.3.6

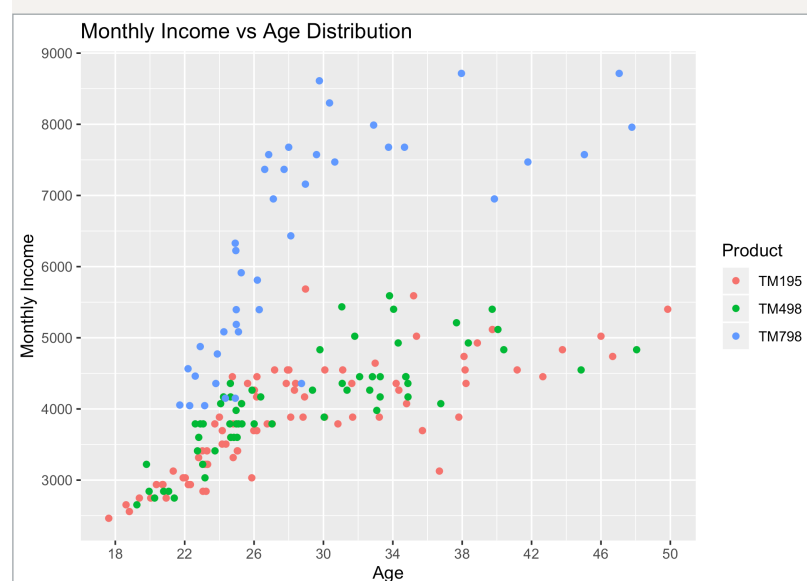


Figure 1.3.7

2.2.2 LIFESTYLE

Most customers maintain a habit of running with **2–4 times** a week on average looking at figure 1.3.5. Exercise is just part of their **weekly routine to keep themselves fit and energetic**.

2.2.3 PSYCHOGRAPHIC

Their intention is probably to **maintain fitness**. They have **little intention to challenge or compete**. Most of them don't push themselves beyond 125 miles as shown in figure 1.3.6.

They **don't see the need for advanced features**, so they are satisfied with **ordinary treadmill**. Besides, they are generally **less able to afford** for an expensive treadmill since their income are generally low, especially for teenagers and younger adults aged between 18–28 based on the figure 1.3.7.

2.2.4 BEHAVIOURAL

I see this group of customers as **fitness maintainers**. They don't need advanced features. They are more concern of the bare minimum such as safety, durability, and frame stability.

What makes them prefer TM498 over TM195 might be due to the **add-on benefits** such as application synchronisation or treadmill programs. However, this is a **matter of personal preference and price**. Some customer might want a cheaper treadmill just to exercise with no desire for add-on benefits.

2.0 New potential customers to target.

2.1 IDENTIFY NEW POTENTIAL MARKET.

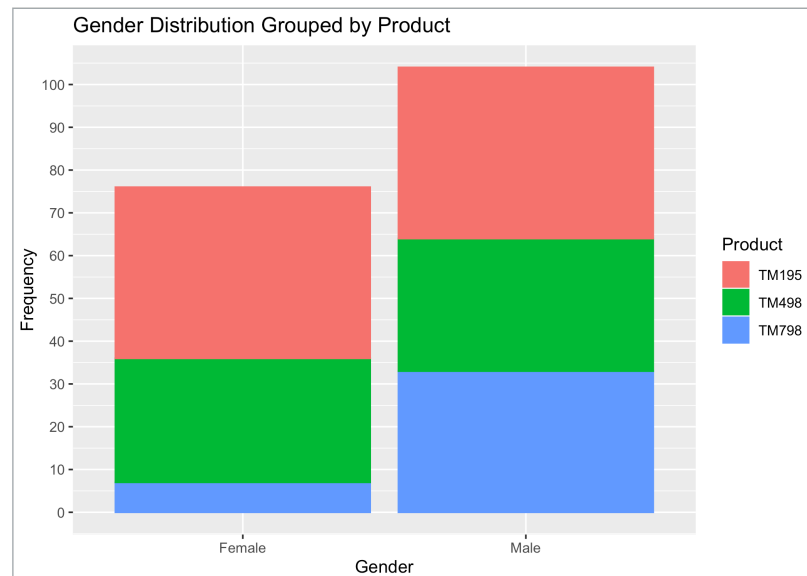


Figure 2.1.1

2.1.1 POTENTIAL MARKET

There are **2 potential markets** to target or expand on.

1. Intense female runners as new target:

There should be female runners who are as intense and avid as male runners, yet figure 2.1.1 shows a significant lack of female customers who purchase the TM798 product (highlighted with blue). By adjusting our marketing target and strategy, perhaps we can attract more female runners.

2. Market expansion for advanced smart runners:

Average runners might not care about new pro features or different brand of treadmill but not so with advanced smart runners. They pay more attention to the **products' benefits and advanced features** since they **care about effective training and performance tracking**. Hence, enhancing or introducing new features, programs, or app integration will likely bring attention to this type of customers.

2.0 New potential customers to target.

2.2 ACTIONS TO EFFECTIVELY TARGET THE NEW MARKET.

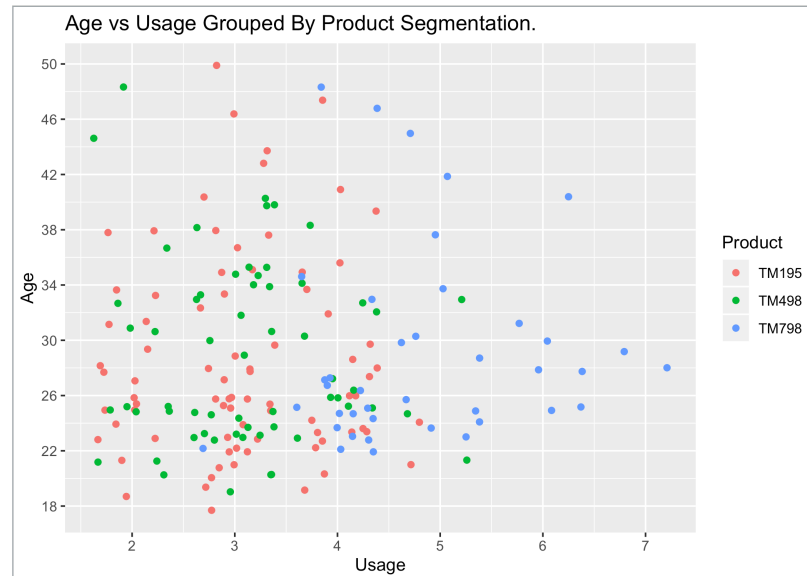


Figure 2.2.1

2.2.1 INTENSE FEMALE RUNNER

Recommended actions:

1. The market focus should be between **age 22–35** since older adults (aged 35 above) are generally less interested in intense running (figure 2.1.2). It should also be **high income earners** (about 4,000 above), **frequent users**, and **fit runners**.
2. Sports ads generally place more attention on male audiences and underrate female. Since there's a market for female runners and they are less paid attention to, we can **switch our focus to target the female and be the lead in the market**.
3. The marketing campaign should **focus more on the emotional aspect** than the technical (like features, app integration...). The fact that there are intense male runners purchasing the TM798 product means that the technical aspect do satisfy the need. However, even so, there aren't a lot of female customers.
4. There is a rise for **gender equality callout**, so we can take the opportunity to present a **narrative of a physically strong, active, intelligent, and independent young woman**.

2.2.2 ADVANCED SMART RUNNER

Recommended actions:

1. The market focus should be between **age 22–35, high income earners** (about 4,000 above), **frequent users**, and **fit runners**.
2. The marketing campaign should **focus more on the technical aspect** such as features and benefits. Since they invest their time and money into training themselves, they are more likely to pay attention to new feature or app integration.
3. Collaborate with companies to **integrate new useful apps** or look out for **new tech or AI integration** for the treadmill training program. Or integrating an AI “coach advisor” for daily training progress.

THE END.