

Marketing
BMEGT20MW01

Group Assignment

German beers to Hungarian market (webshop)

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M Ű E G Y E T E M 1 7 8 2

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Budapest, 2022

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1 Introduction

short description of the product/service

2 Analysis

2.1 Market segmentation

Which one is relevant? How to use them? Evaluate them: segment size and growth?

- Geographic segmentation
- Demographic segmentation
- Psychographic segmentation
- Behavioral segmentation

2.2 Market targeting

- Which segment to target?
- How to target them (differentiated, concentrated, undifferentiated)

2.3 Market positioning

- Identifying a set of possible competitive advantages to build a position
- Choosing the right competitive advantages
- Selecting an overall positioning strategy
- Communicating and delivering the chosen position to the market
- Positioning statement: To (target segment and need) our (brand) is (concept) that (point of difference)

- Who are the competitors
- What is the competitive advantage

Our main competitors are listed below. The common factor of our competitors is that they do not specialize in German beers.

- [soronline.hu](https://www.soronline.hu/) [1]
- [beerselection.hu](https://www.beerselection.hu/) [2]
- [beergourmet.hu](https://www.beergourmet.hu/) [3]
- [csakajosor.hu](https://www.csakajosor.hu/) [4]

3 Summary

References

- [1] *söronline*. <https://www.soronline.hu/>. [Online; accessed 31-March-2022].
- [2] *Német sörök - Beerselection*. <https://www.beerselection.hu/beerselectionhu-118/sorok/nemet-sorok>. [Online; accessed 31-March-2022].
- [3] *Német sörök - Eredeti import német sörök*. <https://www.beergourmet.hu/nemet-sorok/>. [Online; accessed 31-March-2022].
- [4] *Németország - Csakajosör*. <https://www.csakajosor.hu/origin/germany?page=1>. [Online; accessed 31-March-2022].

4 Appendix