

Marketing
BMEGT20MW01

Group Assignment

German beers to Hungarian market (webshop)

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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

3 Summary

4 References

5 Appendix