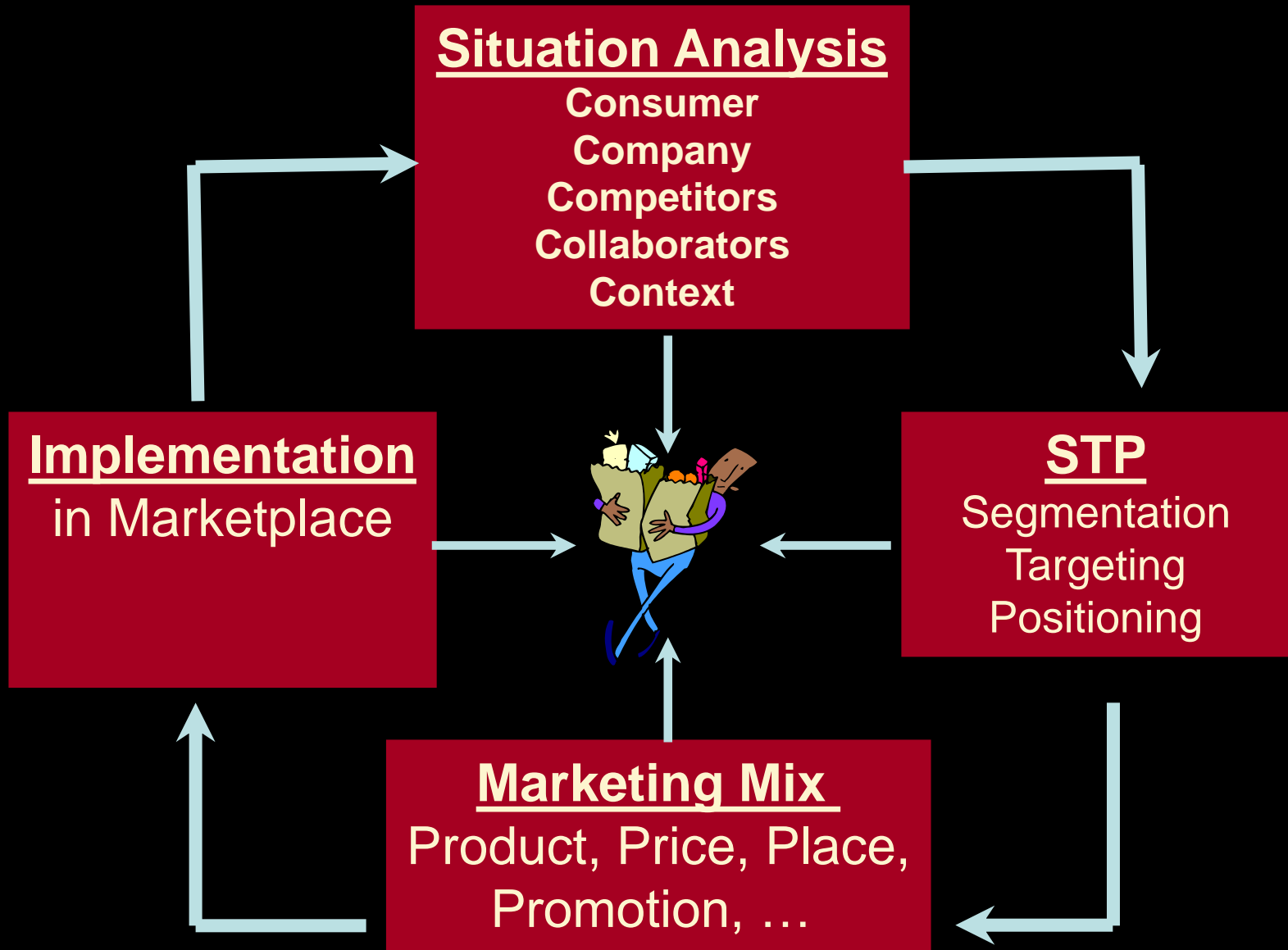


Market Analysis and Strategy

- Marketing Analysis & Strategic Planning
 - Essential Elements (5Cs, STP, 4Ps)
 - Situation Analysis / Strategy / Marketing Mix





Situational Analysis

- The process of analyzing:
 - **Consumer** characteristics & trends
 - Resources of the **Company**
 - Current and potential **Competitors**
 - Current and potential **Collaborators**
 - The **Context** or environmental factors

Marketing Mix



STP

Segmentation, Targeting, Positioning

- **Step 1: Market Segmentation**
 - Process of identifying a group of people similar in one or more ways, based on a variety of characteristics and behaviors.
 - **Goal:** minimize variance within groups and maximize variance between groups

- **Step 2: Target Market Selection**
 - Select segments of the market to offer products and services
 - Who can we most *efficiently* and *effectively* establish a relationship with better than our competitors?

- Once a basis for segmentation has been determined and attractive segments have been selected, the target groups should be ***profiled*** by describing them on as many levels as possible.

- Age, Education, Income
- Occupation, Hobbies
- Media Habits
- Groups
- VAL Segment
- Musical Taste, Preferred Cars
- Aspirational Role Models

- **Step 3: Positioning**

- How your product/company is perceived in the hearts and minds of your customers?
 - Price leader/Innovator/Fashion leader/Quality/Service
 - What associations come to mind?

- A firm needs to:
 - Start by *analyzing* the market
 - 5 C's (Company, Competitors, Collaborators, Customers, and Context)
 - Develop a *strategic plan*
 - Begin with Segmentation, Targeting, and Positioning
 - Followed by *tactical* decisions
 - Product (Brand), Price, Promotion, and Place
 - With a plan in place *implementation* issues need to be addressed