



## TARGET MARKET

**Mahasiswa mampu melakukan perencanaan sumber daya pada organisasi dan bisnis (Planning roles)**

## As you define your market, there are three important factors to keep in mind.

Ensure that the market you choose.

1. Has easy access to your products or service.
  2. Is not inundated with other products and services that are indistinguishable from yours.
  3. Is willing to pay a price for your products and services that allows you a reasonable profit margin.
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# Who is Your Customer?

## Consumers

Individuals who buy products or services for their own use.

## Businesses

Companies that buy products, materials, supplies and services to develop products. Includes Fortune 100, 500, Small Businesses, Emerging Businesses.

## Resellers

Retailers and wholesalers who buy products for the purpose of reselling to the business or consumer market.

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# Customer Profile

## Demographic

- Ability
- Need
- Interest

# Customer Profile

## Demographic

**If you target businesses you'll want to identify them by:**

- Revenue
- Number of employees
- Customer base
- Geographic location
- Type of produce or service produced
- Target market of the business

**If you target consumers you'll want to identify them by:**

- Gender
- Age
- Ethnicity
- Income level
- Geographic location
- Family size
- Marital status
- Education level
- Profession

# Customer Profile - Psychographic

- Attitudes
- Beliefs
- Emotions



# Customer Profile – Psychographic

## If you're targeting consumers:

- Identify which characteristics represent your target audience
- What is their lifestyle?
- Are they family oriented or single?
- Are they trendy, conservative, socially responsible, outdoorsy?
- Do they have a certain type of hobby in common?

## If you're targeting businesses:

- How do businesses characterize themselves? Are they high tech, conservative, trendy, cutting edge?
- What stage are the businesses in: start up, growing, mature?
- What type of workforce do they hire?
- Who in the business are you selling to? What department do they represent, what management level?
- Are there common characteristics of a certain department...marketing, IT, human resources, finance that you can identify?
- Are there common characteristics of a management level that you can identify...entrepreneur, CEO, line manager, store manager?

# Customer Profile - Behavioristic

- What factors are most important to your customers?
    - Price
    - Quality
    - Brand name
    - Location
    - Product guarantees
    - Customer service
  - How often will they purchase?
  - What is the decision-making process?
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# Customer Profile - Behavioristic

Psychographic

Behavioristic

Demographic

Go through each of the questionnaires and identify the criteria that is most relevant to your business and add any questions that pertain specifically to your industry and business.

Remember, creating a detailed profile enables you to develop a targets marketing strategy.

# Research

## New Customers

If you don't have customers yet there are ways to learn about your target audience.

- Provide your sales force with questions that they can ask when speaking with potential customers.

# Research

## New Customers

If you don't have customers yet there are ways to learn about your target audience.

- Visit non-competing web sites that target the same market to learn what type of language is used, products offered, etc.
- Conduct focus groups with individuals that match your customer profile.
- Join trade and business associations that target your market. Network with potential customers to better understand their needs, behaviors and buying habits.
- Team up with a non-competing company that shares your same market to survey their customers.
- Read trade and business magazines that target the same audience.

# Customer Profile

The following is a sample customer profile for a line of organically made children's clothing line called **ORGANIC BOUTIQUE.**

## Demographic

Mothers with young children – Ages 25-45

Average annual household income is approximately \$75,000

Geographic location: metropolitan cities, affluent suburbs

Educated





# Customer Profile

The following is a sample customer profile for a line of organically made children's clothing line called **ORGANIC BOUTIQUE**.

## Psychographic

Lifestyle: socially conscious, trendy, environmentalists, naturalists.

Hobbies: Enjoy outdoor activities, gardening, cooking.

They read children's magazines and participate in events that are involved with children's educations, rearing and enrichment programs.

They often shop at whole food stores.

They shop at smaller boutiques and specialty food stores.

They read magazines related to healthy living and cooking.



# Customer Profile

The following is a sample customer profile for a line of organically made children's clothing line called **ORGANIC BOUTIQUE.**

## **Behavioristic**

They are responsible buyers.

They are willing to pay a higher priced for quality products that are environmentally friendly.

They prefer shopping on the web, because it is time saving and energy efficient.

# Customer Profile = Targeted Marketing Plan

**Organic Boutique** understands that the language used in their marketing message needs to be intelligent, educational and address the benefits of purchasing organic clothing for their children.

# Customer Profile = Targeted Marketing Plan

**Organic Boutique** has decided to look for web sites that promote organic foods and farming. They will either display advertising banners or work out a reciprocal link program with the site. In addition, they have established a relationship with a web site that sells organic food to survey their customers online and in return offer a 25% discount on their first clothing order.

# Customer Profile = Targeted Marketing Plan

**Organic Boutique** will also place advertisements in several magazines that reach the same target audience. Before advertising in any publication, ask for a media kit, which tells you exactly who their readers are.

In addition, the company will write several informational type articles about organic cotton with the hopes that appropriate magazines will use the article.

# Customer Profile = Targeted Marketing Plan

**Organic Boutique** is also working on a relationship to purchase the mailing lists of several whole foods stores to launch a direct mail campaign (yes on recycled paper).

They will also create a “mother earth” type poster to display at specialty food stores and boutiques.



# Customer Profile = Targeted Marketing Plan

**Organic Boutique** will make several hundred (very cute and self promotional) t-shirts for giveaway purposes.

## GOOD LUCK!

# Time to Practice

