

Market segmentation

- Dividing the market into sub-groups.
- Target and Niche Marketing
- Good example is the car industry VW group



Mass marketing

- Seeing the market as a whole, no sub-groups
- Burger king
- Although changes in religion need marketing adjustments



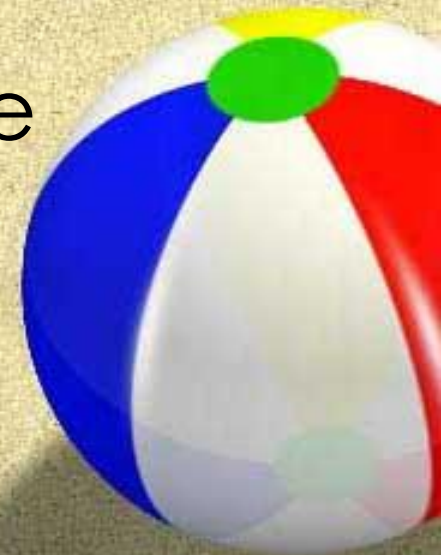
Consumer profiles

- Age
- Gender
- Income
- Social group
- E.g. Playstation sponsors football



Positioning

- Market or position maps
- E.g. cars in different niches in the market
- High price-low price
- Premium image-budget image
- Find gaps



Unique selling propositions

- A lot of money on design and branding
- Stand out from the competitors
- Dyson example



Sub groups

