

**MARKET SEGMENT ANALYSIS AND PRODUCT POSITIONING IN THE MARKET**

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**Abstract :** In the article in competition swallowed exit main condition new , high good quality goods and complex shuttle technique services and effective sell methods from rusting consists of consistent research does .

**Key words :** Market segment, high quality , product , marketing, resources limited , complex working output , potential customer , segmentation , product , enterprise in the market , marketing complex done increase

Market segment is other from groups difference similar , similar to the signs has consumer small group . In this the market different kind signs according to separately into segments scolding process is called segmentation . Segmentation main purpose in the market behavior learn and share image ( model ) and future need student imagination from doing consists of . The current in competition swallowed exit main condition new , high good quality goods and complex shuttle technique services and effective sell methods from rusting consists of boy left . That's it . requirements based on marketing research priority type consumer death own in turn , in the future from segmentation begins because market one kind from subjects organization found not . Companies limited to resources has wealth because of all people for any possible rich the product working release and him/her always done increase possible not .

Market segmentation purpose limited from sources use ; otherwise as in other words , marketing, price designation , distribution , product and advertisement elements different kind customers groups to oneself typical needs satisfy for that it was created However , the manufacturer of release different kind products working release and goods stratification segmentation - consumer better to try to satisfy for why to groups scolding opportunity not to confuse need . As Smith said , " the product distinction this demand to the proposal " subjugation " . The real segmentation segments requirements and behavior from identifying , as well as marketing proposals consumers gummy bears actions and to the needs targeted accordingly adaptation marketing mix for each segment working from the exit begins . The most optimal method this chosen people groups for separately offer presented This is a process to companies clear your customers needs the most effective accordingly to satisfy opportunity gives . Resources limited companies only the most good opportunities searches and choices need . Market segmentation process is the market buyers clear to groups each of them separately product or require marketing complexes possible . Market segmentation potential advantages to practice implementation to grow other decisions Accept .

Customers attitude stratifying main factor income is considered . Most in countries income according to three to the group separate in segmentation wide used . First group - the most high to income has was buyers , in practice they total 10% of customers They will. the most supreme variety goods purchase they buy power and own group pride to this opportunity gives . Such groups each in the country Yes , they are. income amount of this country general to wealth related will be . The first group - each in the country average income are the owners , they number very many , although this group inside again to oneself typical stratification although , in general when receiving this in the country your name general standard defining , gross your goods main buyers these is considered . Third group - one person on account of the most less income can from buyers They consist of most in cases social of supply different from

the looks they use , their about 80% of their income main need to satisfy spend . The company's marketing programs successful to be for bozom into segments how right separation what you need , please targeted segments to choose , to place to determine and each marketing mix for the selected segment working exit clear to know need . Most wide widespread - consumers groups according to segmentation . Market segmentation process following in stages consecutively activity as demonstration to be possible :

- 1) potential your customers behavior and needs analysis to do ;
- 2) segmentation features and criteria selection ;
- 3) market segmentation done increase ;
- 4) your targeted segments selection ;
- 5) product , enterprise at the market location ;
- 6) marketing mix working exit ;
- 7) marketing mix done increase and goods at the market placement control to do . Of course whole the process done increase , task to perform many time - consuming possible because it is a large data to read own inside takes and analysis to do , to interpret to do and some thoughts statement in doing very many requires skill . Many analysis to do need and many decisions acceptance to do need Therefore , sellers usually this the process simplification for expanded system as STP from the process they use , namely :

Segmentation —\* Targeting —\*• Positioning.

Segmentation - segmentation to be done bozom to determine own inside takes ; This in segmentation used decision analysis to do , to choose and to be angry ; and profile development . This approach to the customer directed because , beginning movement always product and his/her opportunities Segmentation criteria choice and every one in the market segment his/her movement and needs defining to the features see recommendation need .

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