

CHAPTER 3

MARKETING
PLAN



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MODULE ONLINE

- 
- 1 Introduction
 - 2 Marketing objectives
 - 3 Target market
 - 4 Market trend & market size
 - 5 Market share
 - 6 Sales forecast
 - 7 Marketing strategy

3 BIG Questions



Who is the consumer of the product or service?

What is their common needs or wants that would be satisfied by the product or service?



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Identifying target market

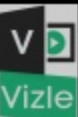
MARKET

People or organizations who have the ability to purchase a product or service

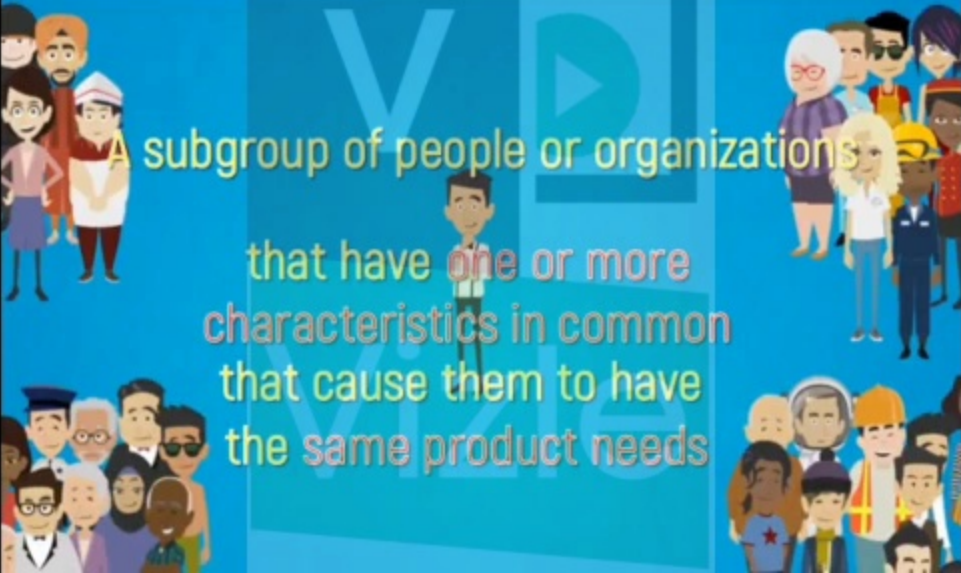
TARGET MARKET

The group of customers that has similar needs and wants and that can be satisfied by the business through the supply of products and services





1 MARKETING SEGMENTATION



A subgroup of people or organizations

that have one or more
characteristics in common
that cause them to have
the same product needs

TYPES OF MARKETING SEGMENTATION



Demographic Segmentation



Geographic Segmentation

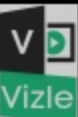


Psychographic Segmentation



Behavioral segmentation





- Demographic



Age
Race



Education



Gender



Income



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• Demographic



Age

Race



Education



Gender



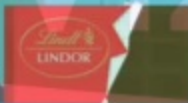
Income



Gender



Age



Income

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