# GEOGRAPHIC SEGMENTATION ESSAY

*MILO is an energizing chocolate drink with a unique and delicious flavor that is preferred. But Nestle can segment the market on the basis of the season. Psychographic segmentation.*

For example, Tesla can market to Europe because most European countries have high gas prices and green-friendly governments and policies. Market Segmentation apply on Hotel and Personal Computer. This is so that each group can be treated independantly, tailoring the marketing mix to meet the needs of each segment. Most companies cannot meet the needs of the whole market; therefore, the companies are forced to subdivide the market into segments and target the segments that they can handle Wedel, Such people can be easily targeted because they are very health conscious. As no two individuals are same, they have different requirements and should be treated differently. For making a effective and useful market segmentation,there will be some steps and some concepts that has to be known. A market segment is a specific group of customers with distinctive customer needs, purchase behaviours and different descriptive characteristics. It just needs to get the product known among these people. All the relevant prospects will also be highlighted in the due course of discussion. Demographic variables are consumers divided in two different segments such as age, material status, family size, income, occupation, education level etc. Because of this intra-group similarity, they are likely to respond somewhat similarly to a given marketing strategy. In hot regions consumption patterns have not changed much. The production concept focuses upon the improvement of production and distribution efficiency, for example, the speed of delivery and the quality control of the business. Market Segmentation : Marketing And Strategic Planning Essay - An Overview of Market Segmentation: basis, evaluations and issues It was pointed out by researchers that business from all industry sectors uses market segmentation in their marketing and strategic planning nowadays. Market segmentation is the process by which a diverse market. Behavioral segmentation is based on actual consumer buying behavior for particular products. Write a to 1,word paper explaining your research methods and process for limiting the uncertainty in the decision. Concept of Market Segmentation, Targeting and Positioning. Second one is geographic, consumers divided into different segments of geographical units such as nation regions, states and cites, etc. Address the following in your paper: Include how you applied concepts to formulate your decision. Include appropriate probability concepts and your application to find resulting data to limit uncertainty in this decision. Definition of Geographical Market SegmentationMarket segmentation is the process of grouping a market into smaller subgroups. Favors drunk warm or cold with milk chocolate contains healthy for the body. For older people it already has clinical nutrition. Because of that, the company takes into consideration the all process of the market segmentation such as target marketing, segmenting consumer markets, segmenting business markets, segmenting international markets, brand value relations with customer value , benefits and disadvantages of segmentation Sources of information that could be used to segment and profile the market include industry sources, using qualitative and quantitative research, priori research, by making assumptions and using research to support them as well But Nestle can segment the market on the basis of the season. The major variables are geographic, demographic, psychographic, and behavioral variables Kotler, , p. That is, they are likely to have similar feelings about a marketing mix comprised of a given product, sold at a given price, distributed in a certain way, and promoted in a certain way. Nestle should target those at higher income groups. Objectives of the StudyThis study will cover all the issues related to geographic segmentation. A concentrated segmentation strategy will allow Tesla to employ its limited resources more efficiently. This method is mainly adopted by companies offering expensive and highly customized products or services. Demographic segmentation separates the market into segments based on age, life-cycle stage, gender, income, occupation, education, religion, ethnicity, and generation. The companies have to pay attention segmenting their products and entering a new market.