



Exam Question and Answer on Market Segmentation

Salim Brommer is the Marketing Director of Ashkol Furniture Supplies, a medium-sized company which specializes in manufacturing office furniture. The company makes its products in India, so benefiting from relatively low labour costs. However, it has recently experienced intense competition from suppliers who have even lower cost bases. Salim has decided that his company will benefit if he focuses on those customers who can provide higher profit margins. He has decided to target domestic customers in Europe.

Increasingly, private households, particularly those with computers, are converting spare rooms into office-style areas. Additionally there has been a noticeable trend towards working from home. This saves employers incurring the costs of office provision, and also employees save on travel and can also work at times convenient to themselves. However, Ashkol has no experience of dealing with these types of customers. The company now needs to develop a suitable marketing strategy to succeed in this new area and maintain a sustainable competitive advantage.

Required:

Using a suitable model of your choice, develop a marketing approach which Salim might use to enter this new market.

Explain how Salim could select appropriate target markets and position his products so as to create and sustain competitive advantage. **Suggested Answer** Salim needs to develop a marketing strategy for entry into the domestic market in Europe. This can be achieved by looking at the factors that make up the marketing mix: product, price, place and promotion. Choosing a marketing mix

The design of the marketing mix should be decided on the basis of management intuition and judgment, together with information provided by market research. Elements in the marketing mix partly act as substitutes for each other and they must be integrated. The product needs to be positioned to appeal to the target customer. For example, Ashkol would struggle to develop a luxury brand image if they set price at a low, penetration level. Product The physical product needs to be appropriate for the private household market.

Office furniture may have a very different style to household furniture, so a different approach may need to be taken to the design of the product in order to make it appealing for the domestic buyer. A customer will only buy one of Salim's products if they get a better deal from buying it than from buying any of the alternatives. This hig

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Table of Contents Marketing Intelligence Essay Exam Questions And Answers

1. Understanding the eBook Marketing Intelligence Essay Exam Questions And Answers
 - The Rise of Digital Reading Marketing Intelligence Essay Exam Questions And Answers
 - Advantages of eBooks Over Traditional Books
2. Identifying Marketing Intelligence Essay Exam Questions And Answers
 - Exploring Different Genres
 - Considering Fiction vs. Non-Fiction
 - Determining Your Reading Goals
3. Choosing the Right eBook Platform
 - Popular eBook Platforms
 - Features to Look for in an Marketing Intelligence Essay Exam Questions And Answers
 - User-Friendly Interface
4. Exploring eBook Recommendations from Marketing Intelligence Essay Exam Questions And Answers
 - Personalized Recommendations

- Marketing Intelligence Essay Exam Questions And Answers User Reviews and Ratings
- Marketing Intelligence Essay Exam Questions And Answers and Bestseller Lists
- 5. Accessing Marketing Intelligence Essay Exam Questions And Answers Free and Paid eBooks
 - Marketing Intelligence Essay Exam Questions And Answers Public Domain eBooks
 - Marketing Intelligence Essay Exam Questions And Answers eBook Subscription Services
 - Marketing Intelligence Essay Exam Questions And Answers Budget-Friendly Options
- 6. Navigating Marketing Intelligence Essay Exam Questions And Answers eBook Formats
 - ePub, PDF, MOBI, and More
 - Marketing Intelligence Essay Exam Questions And Answers Compatibility with Devices
 - Marketing Intelligence Essay Exam Questions And Answers Enhanced eBook Features
- 7. Enhancing Your Reading Experience
 - Adjustable Fonts and Text Sizes of Marketing Intelligence Essay Exam Questions And Answers
 - Highlighting and Note-Taking Marketing Intelligence Essay Exam Questions And Answers
 - Interactive Elements Marketing Intelligence Essay Exam Questions And Answers
- 8. Staying Engaged with Marketing Intelligence Essay Exam Questions And Answers
 - Joining Online Reading Communities
 - Participating in Virtual Book Clubs
 - Following Authors and Publishers Marketing Intelligence Essay Exam Questions And Answers
- 9. Balancing eBooks and Physical Books Marketing Intelligence Essay Exam Questions And Answers
 - Benefits of a Digital Library
 - Creating a Diverse Reading Collection Marketing Intelligence Essay Exam Questions And Answers
- 10. Overcoming Reading Challenges
 - Dealing with Digital Eye Strain
 - Minimizing Distractions
 - Managing Screen Time
- 11. Cultivating a Reading Routine Marketing Intelligence Essay Exam Questions And Answers
 - Setting Reading Goals Marketing Intelligence Essay Exam Questions And Answers
 - Carving Out Dedicated Reading Time
- 12. Sourcing Reliable Information of Marketing Intelligence Essay Exam Questions And Answers
 - Fact-Checking eBook Content of Marketing Intelligence Essay Exam Questions And Answers

- Distinguishing Credible Sources
- 13. Promoting Lifelong Learning
 - Utilizing eBooks for Skill Development
 - Exploring Educational eBooks
- 14. Embracing eBook Trends
 - Integration of Multimedia Elements
 - Interactive and Gamified eBooks

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