

# Targeting Marketing

- Aiming your products at a specific group of people within the market. E.g. KFC targeting all ages and people who like fast food.
- Advantages: You can make your product specific for your target market because you are meeting their needs and wants. This will increase sales and help make your business successful.
- Disadvantages: Specific so not everyone would want that product.

# Niche

- Concentrating all marketing efforts on a small but specific segment of the market.
- Niches are 'created' by identifying needs, wants, and requirements that are being addressed poorly or not at all by other firms, and developing and delivering goods or services to satisfy them.

## Advantages

- Easier to become an expert and well known in your niche
- More unique = Less competition
- Easier to identify specific clients
- Brand loyalty

## Disadvantages

- Because of the smaller market size, this marketing approach is not suitable for a company that is small.
- Limited growth because there is a small group of customers to buy products

# Mass

When a product appeals to the **largest part** of the market. For example products that everyone will need and want.

## Key Features

- Customers form the majority in the market
- Customer needs and wants are more “general” & less “specific”
- Associated with higher production output and capacity (economies of scale)
- Success usually associated with low-cost operation, heavy promotion, widespread distribution or market leading brands

**Advantages** – Products are affordable, lots of choice and accessible = High Sales (whole market)

**Disadvantages** – Many similar products on offer = High Competition

<b>Industry</b>	<b>Niche Market</b>	<b>Mass Market</b>
<b>Holidays</b>	Trekking in Nepal	Beach holiday in Ibiza
<b>Motor cars</b>	Porsche 911 Turbo	Fiat Uno
<b>Eating out</b>	Exclusive restaurant	Burger King
<b>Chocolate</b>	Hotel Chocolat	Cadbury's Dairy Milk
<b>Magazines</b>	Snowboard UK magazine	Hello! Magazine

# Product orientated

Product orientated marketing focuses only on the quality of the product they make and ways to make the product more efficiently. For this type of marketing the customers are an afterthought. A production oriented company believes 'if we build **it** they will come'.

Companies that follow a Production Orientation make the following assumptions:

1. We can focus all of our efforts on improving the quality of our products, and the products will sell themselves.
2. We can sell any product if the quality is good enough
3. We can make a profit if we sell enough of our products
4. Our customers will buy all that we can produce if our price is fair

Advantages: This business becomes an expert on its product and on the skills, knowledge and systems that support that product.

- Keeps an emphasis on quality, safety and investment in new technology.
- Product orientation get the product right.

Disadvantages: Fail to understand the changing needs of their customers in an increasingly competitive marketplace.

- Both a product and market focus are needed to be profitable.
- Changes in market structure will not be responded to
- Fashion and taste are not accounted for in product mix

# Market Orientated

**Definition:** Companies with a Market Orientation focus primarily on meeting the wants and needs of their customer base. They constantly monitor their customer's desires and are quick to change the product or service they offer to whatever best suits their customers.

## Advantages

- The business should be flexible to changes in demand patterns
- The business, through market research, will have a strong understanding of the needs of the customer
- New products should have a greater chance of success

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# Why does a business need marketing ?

- Start with explaining what marketing is.
- Think about the importance of the Marketing Mix?
  - Why is it important to conduct market research?
- What happens if a business does not conduct marketing effectively?
  - Use real life examples of good and bad marketing