

Choosing a Target Market

Best Target Market?

Your task in this activity is to review the table below, which provides top-level information for eight different market segments.

Based upon the information provided, you need to identify target market would you select as the best one/s to pursue, as well as addressing the various questions presented.

Segment	Size \$m	Growth %pa	Competitiveness	Access to Retailers
A	100	5	Medium	Easy
B	100	20	Aggressive	Hard
C	75	5	Medium	Medium
D	75	20	Aggressive	Hard
E	50	5	Friendly	Easy
F	50	20	Medium	Easy
G	25	5	Friendly	Easy
H	25	20	Medium	Easy

Student Discussion Questions

1. Which segment/s are the most attractive? Why?
2. Which segment/s would you NOT target? Why not?
3. In real business life, what other information would you need to help you select the best target market for a firm?