

Marketing assignment

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BUSTER**

Four basic factors that affect market segmentation are (1) clear identification of the segment, (2) insurability of TTS effective size, (3) its accessibility through promotional efforts, and (4) its appropriateness to the policies and resources of the company. The four basic market segmentation-strategies are based on (a) behavioral (b) demographic, (c) cryptographic, and (d) geographical differences. Read more: <http://www.Objectifications.Com/definition/market;segmentation.HTML#ixzz21mOtX3b8> Do you think that it was a good segmentation for to develop a new version targeting adults? In observing how M&M's have changed over time from the addition of peanut butter and almonds to the changing of lord and sizes think that was a great segmentation strategy to develop a new version targeting adults. The new line of M; M's is 55 percent larger in size and they come in colors that are appealing to adults in its design (Coffman & Kane, 2007).

According to spokeswoman Joan Boyce Of Masterminds USA this creation is designed with adults in mind and " It broadens our portfolio so there's something for everyone" (M&M's get mega-sized, 2012, p. 1). Boyce also states that the new are available in milk chocolate as well as peanut varieties and come with an adult- oriented color scheme which includes teal, beige, gold, maroon, brown and blue-gray (M&M's get mega-sized, 2012).

Due to the new line of M&M's including aspects that target adults think that it is a great segmentation strategy because appealing aspects are included in the development of the new version. Discuss three basic types of research of design (exploratory, descriptive and casual). The three basic types of designs are exploratory, descriptive and casual research. In the exploitative

research there is systematic and flexible and allows the researcher to investigate desires (Marketing Research Design, 2012).