

Starting your marketing plan

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Target Market Zsamar's Barber Salon will target the male segment that cannot afford a first class salon, and young mothers. The men will be attracted by providing convenient and quick service. Generally, females will be offered hair styling at affordable prices. Zsamar's will target the crowd by emphasizing ultra-hip and sophisticated styling. Additionally, Zsamar's Barber Salon will cater to young mothers by providing their children with kid toys to play as they wait for their hair stylists.

Location

Zsamar's Barber Salon will be located in a high traffic syndicated mall, which will significantly increase its visibility (Luther, 2001). A syndicated mall is a convenient location to attract people who will walk past the mall. Segment location of Zsamar's Barber Salon will spread around ten miles within the radius of the mall. The location of the salon will harbor a target population of 4500 people. The location of Zsamar's Barber Salon will consider various demographic, behavioral, and geographical factors. The business will serve their target market from a centrally located region. Geographically, Zsamar's Barber Salon immediate city is New York and the communities that will surround the business consist of 100, 300 people. Demographically, the business will serve adult women, teens, young women, and children.

Consequently, 3-12 years will comprise 0.1% of the target market, 13-19 years will comprise 14% of the target population, 20-30 years will comprise 26%, while 30 years and above will comprise 56% of the target population. Based on the business' distribution, the services and products of Zsamar's Barber Salon will be dispensed from the central store.

References

<https://assignbuster.com/starting-your-marketing-plan/>

Luther, W. M. (2001). *The marketing plan how to prepare and implement it* (3rd ed.). New York: AMACOM.