

# Positioning seek a wider class of buyers

[Business](#), [Branding](#)



Positioning is all different concepts. It's more psychological than materialistic. So far, companies have only seen customers as having a need. In line with their needs, they also have priority.

Likewise, we have seen the market as a single player that provides different products to people with different needs. In a competitive market, many players will operate and offer different products in each segment that are available. In their presentations, each of them must provide certain must-have features to stay in segments and some unique features to differentiate them. It is the process of putting an offer in the most favored position in the mind of the customer.

Priority may be due to quality, user experience, brand image, price, performance, and anything else. There are several reasons why market segmentation, targeting, and positioning strategies become a very important marketing plan. First, segmentation divides buyers into groups that have the same needs and want to leverage limited resources of companies through buyer-based marketing while attract the right customer to consume the company product. The STP process will reduce the risk in determining where, when, how, and to whom the product will be marketed.

The efficiency of STP helps in customer retention and improve customer delight level. The importance for an organization itself is to reduce the cost of the company by not marketing the product where it is not required too much as usual. Every buyer or consumer has their own unique needs and wants. Each of them is potentially a separate market. Preferably, the seller may design a separate marketing program for each buyer.

However, while some companies try to serve individual buyers, many others face smaller buyers and cannot find a complete segmentation. Instead, they seek a wider class of buyers that differ in their product requirements or buy a response. A company that practices a marketing segment segregates the broad segment that forms the marketplace and adjusts its bids to be more closely with the needs of one or more segments. The market segmentation can be done at different levels such as at Figure 3 below. The level of market segmentation that Procter and Gamble can practice is no segmentation which is mass marketing, the complete segmentation or micromarketing, or something in between means the segment marketing or niche marketing. Figure 3 : Level of Market Segmentation So, the important part in the steps in market segmentation is identify bases for segmenting the market and develop the segment profiles. Target population of once company includes their quality and standard conscious of consumers group which start from the middle until elite class.

There are different products that are introduced purposely to keep the view of demands of the company target market. Its target market is every household. The target market of Procter and Gamble categories such are women between the ages of 11 to 49 which are experiencing their menstruation to consume the product. Then, Procter and Gamble always target girls category of customer who are just Stepping In, preteens around the 11 to 17 year olds. It is point of market entry between ages of 11 to establish a long term relationship with them.

Furthermore, Procter and Gamble ensuring that their company has always been their FemCare choice when they enter womanhood. This means target marketing step is to develop the measure of segment attractiveness and a way to company select the target market. Procter & Gamble is well known for its brands.

A brand is an image or what's on customer mind about the name of product which is brand impressions as a major influences for purchase decisions. Customers form product trails whenever they come into contact with them. Once a product or company is in the market, it already have a brand, whether customer want it or not. Public thoughts and beliefs encourage their actions. The goal of interacting with customers is to encourage them to create a brand of impression in their minds motivating them to act in ways that help company product. The great brand understands that it is not necessarily to please everyone, in every way, all the time. Instead they rely on a clear segment market where they can serve basic customers more meaningfully because of their unique attributes. Positioning

strategy is a plan or intentional branding process that operates at the level of symbolic consumer awareness.

Its meaning and association even individual words that really hold the weight. The market positioning strategies are built on the data of business. This strategy purpose is to accurately compose words to offset the concept of the product differences and similarities. It is a long-term effort to strengthen the identity of a company and its products in a unique space in the minds of

the target market. It was a trial order for brands to differentiate themselves from the public and affect the way they see the target customer.

Procter and Gamble uses completely different advantages market to develop various brands to meet various market needs segment based on their understanding and also understand the market and users across the country. So, in the market positioning, the important part is how company wants to develop the positioning for the target segments and find a way to develop the marketing mix for each segment. Designing a marketing mix includes products, prices, places, and promotions-basically involves tactical details of positioning strategies. Therefore, firms that dominate the “for more” position know that it must produce high quality products, charge high prices, distribute through high quality traders, and advertise in high-quality media.

It must hire and train more service people, find a retailer that has a good reputation for service, and expand sales and advertising messages to exhibit superior service. This is the only way to build the consistent and believable.