

Marketing segmentation for nescafe

[Business](#), [Marketing](#)



Market Segmentation Nascence's customer's bases are comprised of following target groups. Local residents Local business people Students Travelers passing through These groups are potentially strong customer segments. The benefit of this customer segmentation is that It helps to maintain consistency In business throughout the year. The customer segments provide a consistent foundation of all years long.

Also by appealing several market segments, ENSNARE does not become overly dependent on any single consumer group. 4. 2 Target Market Segments strategy Overall, our strategy is to maintain a constantly high customer count by leveraging our appeal to groups of customers.

Approximately 200, 000 people live within our ENSNARE location. The most affluent of these live even closer, within three miles. Excellent Parking is available for our customers, local customers from the loyal core of our business.

Local Business Much of the employee parking is out of the immediate area with shuttle service to downtown, most people stay near their place of employment during breakfast, lunch and after work relaxing. A significant number of these local business people find coffeehouses an Inviting and convenient destination. In Hydrated there are many universities as well as dozen of school, and colleges Including many private centers.

So students love to come at Newscasts enjoy with their friends in clean environment with best cup of coffee or cold coffee and their favorite snacks. The travelers passing through Hydrated they will tired in journey or get tired after journey they can easily relax in the environment of McFadden enjoy

their coffee or tea or have some snacks. 4. 4 Competitive advantage Our competitive, compared to other coffee shop in Hydrated includes.