

Free report on services marketing

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Services Marketing

Positioning is the description of company's offering and appearance to reside in a unique place in the thoughts of the individuals around the market environment. A certain product or a service of a given company is positioned in the way customers will perceive them as the best of all related products. It is, therefore, the final step after segmentation, and targeting of the marketing process. The term positioning is highly related to perception of how customers identify the products or services of certain companies.

Positioning can create or disrupt the product or a service.

A product or a service that has been perceived well gets a lot of profit from the market compared to the one that has been wrongfully positioned or perceived. For instance, a delightful hotel that offers quality accommodation services always tries to attract the attention of their clients so that every time the common services are revealed, these products hits their minds immediately¹.

The subdivision of the target outline involves procedures of outlining a large and similar market, to form obviously perceptible segments, which possess similar needs and features. The purpose of doing this is to design marketing mix that clearly goes hand in hand with the expectation of customers in the besieged unit².

In Amara Sanctuary Resort, demographic variables, which relate to things like income of the consumer, age, gender of the consumer, the size of the family, occupation, nationality and religious factors among others, are directly related to the client's profile. They are of more prominent in promotion of marketing infrastructures and media planning. This is so

because media assortment principles have been made in relation to these variables.

Age is the most popular way, and it takes a priority in market segmentation. Children are targeted with food and recreational facilities in Amara Resort. For instance, the widely held strawberry drink is targeted to young persons and adolescents to be after walk refreshing drink. However, red wine is positioned to be energy drink for adults only³.

Sex or gender differences have also demonstrated a group of products which suit women. Beauty products such as fragrances have led to segmentation of market based on such.

The income of an individual is also another demographic variable, which determines whether a consumer is able to buy a product or a service. For instance, socio-economic status is crucial variable in the process of market segmentation of Amara Sanctuary⁴.

The development method to market segmentation is built on the principle that individuals at diverse periods in the growth, need altered products and services. Young people need are different in products and services from twenty years old person, who in needs diverse

Products and services cannot be the same as a person who is thirty years old and have a family.

Geographic's is a useful factor used in the market segmentation. This variable is essential if there are clear and distinctive locational differences in tests depletions and favorites. For instance, different people prefer differed meals during breakfast because of the geographical locations that someone is⁵.

Psychographic is a market segmentation approach that depends on the analysis of the consumers' opinions, interest and physical activities. This will help to understand consumers' individual routine and designs of behavior. Individual behavior differs from one preference to another. For instance, the amount or volume of a service that one utilizes differs depending on the type of a service and the associated costs. Furthermore, the price of a service will determine market segmentation. Sometimes it is more profitable to lower price of a service as it will attract a higher number of customers⁶.

References

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