

# Target marketing

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



Target marketing is the act of dividing the market into parts or segments and then concentrating your marketing energy and efforts on new or one key segment. Businesses should be aware that not all people benefit from their products or services. Due to this, it is possible to target the wrong people (Moehlman 39). This could, in turn, create resistance from the wrong market segment. Therefore, it is important to understand the market target of particular products such as Pradaxa.

It is important to identify the age of your market so as to avoid targeting the wrong age (Moehlman 46). For instance, Pradaxa product would target people aged sixty and above because most people of this age in the U. S suffer from atrial fibrillation. The company should make an assessment to establish if the customers are satisfied with the product, if not, then the company should attempt to find a solution to their needs by improving on its product.

Another important aspect of the target market is that the company needs to look at the available competition. By doing this, Pradaxa product should be supplied to under-served markets. It is prudent to assess the strength and weakness of your competitors and try to find a mechanism that can be different from them. Pradaxa has for a long time faced competition from Warfarin. There is a need to utilize opportunities such new uses in surgery patients and eliminate threats such as bad publicity dealing with side effects so as to compete favorably with Warfarin and attract more customers.