

Famous amus essay sample

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



Customer Analysis

A customer analysis is a critical section of a company's business plan or marketing plan. It identifies target customers, ascertains the needs of these customers, and then specifies how the product satisfies these needs. A customer profile is a simple tool that can help business better understand current and potential customers, so they can increase sales and grow their business. Famous Amos are concentrated marketing which is targeting one or a couple small segments. For example, this segment should be the lovers of chocolate such as chocolate cookies, chocolate muffins and brownies, candies and gummies and so on. Chocolate is part of their life. They would like to have them often and every day.

Famous Amos will categories their cookies, muffin and brownies, candies and gummies for children and younger who like to taste sweet and chocolate flavour. Besides, the hamper gifts, occasions gift or cookies in packs is targeting the customers who want to give so present to somebody when have any festivals or occasions such as birthday's gift, Valentine Day, Chinese New Year and Christmas Day. Currently, there are nine varieties of chocolate chip cookies which are freshly baked throughout the day in each of this Hot-baked store. By using the best ingredients, like semi-sweet chocolate chips and flavourful nuts, these homemade tasting cookies became famous just by word of mouth. The "Free Smell" from Hot-baked store has been an irresistible aroma of our freshly baked cookies to be enjoyed by true cookie lovers everywhere.

MARKET SEGMENTATION

Segmentation is the process of dividing a market into smaller segments with distinct needs, characteristics, or behaviours that might require separate marketing strategies or mixes. There are four basic market segmentation strategies: behaviour segmentation, demographic segmentation, geographic segmentation, and physiographic segmentation.

Behaviour Segmentation

Behaviour segmentation is market segmentation strategy whereby the division of the target market is made according to the patterns in which the people in the market live and spend their time and money. Buyers in a market will differ in their wants, resources, locations, buying attitudes, and buying practices, and any of these variables can be used to divide a market. For example, Famous Amos has offered some gifts such as cookies in gift packs, hampers, chocolates, hamlets, brownies and muffins, gummies and candies for any of the festivals or occasions. This is very convenience for customers when have any festivals or friends' birthday, they can buy Famous Amos products as the gift or presents.

Demographic Segmentation

Demographic segmentation is market segmentation strategy whereby the intended audience for a given product is divided into categories based on demographic variables (demographics). Demographic segmentation is the most popular basis for dividing groups, primarily because consumer usage and wants or needs usually match demographic categories, but also because demographic variables are easy to measure and obtain. Age and life cycle

segmentation is a form of demographic segmentation. The Famous Amos cookies is focusing on children, younger, foreigner or office staff. Their customers almost are higher income level and have a well occupations. Their cookies attracts the children so much as it is munchable, crunchy and sweet. It is suitable for the taste of children and younger. Besides, it also offered some kinds of muffins and brownie to this kinds of lovers.

Geographic Segmentation

Geographic segmentation is market segmentation strategy whereby the intended audience for a given product is divided according to geographic units, such as nations, states, regions, counties, cities, or neighbourhoods. Famous Amos opened all around the world such as Los Angeles, Singapore, Malaysia and so on . In Malaysia, almost the shops or stores are opened in the hypermarket, malls and airport such as Queens bay and Gurney Plaza at Pulau Pinang. This is because both of the location have higher density of higher level income of population and foreigners.

Physiographic Segmentation

Psychographic segmentation is market segmentation strategy whereby the intended audience for a given product is divided according to social class, lifestyle, or personality characteristics. Famous Amos segment markets by consumer lifestyles, promoting their cookies and products as expressions of those lifestyles, such as chocolate chip cookies and sandwich cookies which offered by Famous Amos are favour of the chocolate, sweet and cookies lovers. The chocolate cookies is one part of their lives.