

Segmentation of the market and the ipad

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In targeting the parents of small children, Apple has found probably some of the most willing buyers of their product. This segment has more money, more interest in the utility of the product, and may even buy more than one. Demonstrating the applications on the iPad and their positive influence on children as a learning tool is an excellent strategy that targets that market—these parents want a toy that also provides educational value.

Finally, the product positioning of the iPad, for this segment, stresses how it is revolutionary among modern computer technology as well as a learning software. Alone, the use of computers and software is not a new idea—but Apple shows that the iPad as a whole is entirely new. Overall, we see that this is a case of differentiated marketing, and this specific article talks about Apple's appeal to a certain segment by making their product appear youthful, educational, revolutionary, and completely beneficial.