

Samsung company segmentation essay sample



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1. SEGMENTATION:

One of the fundamental principles of marketing is the segmentation of the market. Segmentation means the splitting of the market into groups of end users who are:

1. Maximum similarity within each group

2. Maximum difference between groups.

Based on recent Marketing definitions, Behavioural and Psychographic Segmentation are the definitions that best represent Samsung's current Segmentation Strategy.

· GEOGRAPHIC

Samsung focuses on rural area as well. It has Samsung Guru Segment for rural areas as well as Galaxy segment for urban areas. Samsung is one of the largest manufacturers of mobile phones, so they say Samsung has something for everyone.

· DEMOGRAPHIC

Samsung has mobile phones for youth, age of 16-29, for businessmen etc. for middleclass youth it has Samsung Guru which is for govt. lower class workers also. Guru has many variants; it is coming in 3G also. It is a good option if you want to get a cheap 3G handset. Samsung Galaxy is a good option for youth as it has many attractive features as Wi-Fi, 3G. Galaxy is also for Businessmen. Samsung has partnered with IT industry leaders to bring you the most relevant enterprise solutions and the most comprehensive mobile implementation of Exchange ActiveSync. Decidedly adept in security concerns and the answer to your every business need, the Galaxy S II is ready for serious enterprise usage.

· PSYCHOGRAPHIC

Samsung mobile is available for those customers who have their choice based on their lifestyle. Samsung came with some so fancy mobile phones specially for girls and cheaper touch screen stylish phones so that everyone can enjoy touch screen The rate of normal mobiles. Samsung has its range of mobile phones start from 1200 to 32,000+.

TARGETING:

After segmenting the market based on the different groups and classes, the targets need to be chosen. Samsung mobiles have the following target customers:

- Trendy young people.

- Professionals.

- Large businesses.

- The common cellular phone users.

- Organizations such as: services to public safety, the government, and both utility and manufacturing enterprises.
- Institutional sales for colleges.

- Target is not only number driven but also about acquiring and retaining customers.

POSITIONING:

Positioning is about the customer perception about the brand as being different from the other brands on specific dimension including product attributes.

The strategies adopted by Samsung to position itself in the Mobile Phone market are as follows:

- It focuses more on the real margin which comes from mid-to-high-end segments
- Samsung Concept Store

- 👤 Market making & category creation in small towns
- 👤 Wider Care Network
- 👤 Access to Samsung care line
- 👤 Pioneering in the 3G segment of mobile phones.
- 👤 Branded itself as a synonym for quality.
- 👤 Created a Unique Brand Image for itself as a high end value driven brand.

Promotion

Samsung constantly holds sales promotional events. For example, recently, there is an event called “ Samsung Smart TV Promotion” in HongKong. Customers can get a “ FREE Samsung 3D LEDTV and 3D LCD TV” for a kind of lottery. The promotion is able to help Samsung expand its sales.

Place

Samsung sells its products by retailers and home appliance interlinks retail enterprises. Nevertheless, Samsung not only sells products in cities, but also in countryside. Samsung in China took part in a policy named “ home appliances to rural areas” in 2009. This policy was to add profits to the masses that lived in rural areas. Samsung was one of the companies that help rural people improve their living standard