

Discussion target market



**ASSIGN
BUSTER**

Target market is defined as “ a group of customers that the business has decided to aim its marketing efforts and ultimately its merchandise towards. A well-defined target market is the first element to a marketing strategy. ” (Wikipedia, 2012). Demographics are “ the statistical data of a population, especially those showing average age, income, education, etc. ” (Dictionary.com LLC, 2012). The possible demographic target for Jaguar is the upper middle class and high class consumers aged from their mid-thirties to sixties. They target both male and female customers who want the appearance of being well off and extravagant. The apparent demographic target for the Chevy Cobalt is males and females that belong to Generation Y (the generation born in the 1980's and 1990's), as well as the working class and middle class, as the car is considered affordable. The possible demographic target for McDonald's is basically the entire population, although it seems that they aim mostly for children, high school and college students, parents, and the underclass all the way to the upper middle class. Previously they targeted individuals who were not health conscious. Now that they have made some changes to their menu, it appears that McDonald's is now targeting those who are health conscious as well. The possible demographic target for Ruby River Steakhouse is the working class and middle class aged from their twenties up to their sixties. Being a moderately priced restaurant, they would aim to gain the business of those who take their families out to dinner, couples on dates, and friends who are looking for an enjoyable night out. I believe that it is possible to identify a single market for two distinctly different products. Some of the product combinations that I think that this could apply to are Kenmore dishwashers and Dyson vacuum cleaners, Marlboro cigarettes and Budweiser beer, and HP computers and Apple iPods.