

Market saves. · age:  
16 to 40 ·



**ASSIGN  
BUSTER**

Market segment: Nice and easy This market segment view getting a takeaway as easier than cooking a meal.

This isn't because they are lazy, these consumers are just not always in the mood to cook or go shopping. They usually won't plan their meals ahead of time so getting takeaway is appealing to these consumers. This group of consumers are all about convenience. Therefore, they will tend to order from local outlets such as a local Chinese or chains with lots of outlets like Dominos. These consumers tend not to care too much about prices because they see value in the convenience and how much time it saves. · Age: 16

to 40 · Male and female · Single/Family · Low to medium income

· Living in towns and cities, not rural · Enjoys food but not cooking

· Usually loyal to a brand · Responsive to promotions/advertising

Market segment: Pressed for time This market segment are light users of fast food.

These consumers are people who have limited time and they actually prefer not to get a takeaway but it becomes a necessity at times for them. They may have been working late or just simply too busy to have time to cook, they like the “fast” part of fast food. These consumers will purchase the quickest and easiest option and won't to spend too much on fast food. The large fast food chains with lots of outlets will attract the biggest share of this market. · Age: 25 to 55 · Male and female · Medium to high income

· Living in towns and cities, not rural · Busy, focus is on career/family

· Limited brand loyalty · Unresponsive to promotions/advertising