

# Exam practice

Finance



Assignment finance and accounting The marketing strategy to be used by the company is market niche strategy. This strategy takes into account the customer primary needs that are different from each segment.

Traditional segment: customers seek proven products at modest price. The age is 2 years, price of about \$25, ideal performance 5.0 and market size 15.0. The customers give higher position scores to sensors located at the center of the segment circle and year range of 2 years. The company should therefore supply goods that are known by these customers over time. The forecast sales are about \$16000 with capacity number of 9%.

Low end segment: the customers here seek low priced products and that are well proven. The age is 7 years, performance 1.7 and size of 18.3.

Customers prefer inexpensive, slower performance and give a higher score to sensors in the 7 years range. The company should supply this market with cheap and well proofed products. The forecast sales are about \$14500 with a capacity number of 7%

High end segment: the customers seek cutting edge technology and new designs. Its age is 0 years, price of about \$36 with a performance of 8.9 and market size 11.1. The customers at this segment demand cutting edge sensors with high performance and small size and give high scores to newer sensors. The company should therefore supply the market with high performance, small size and newer sensors to satisfy them. The forecast sales are \$22500 with capacity number of 9%.

Performance segment: they seek high reliable and cutting edge performance technology. It has an age of 1 year, performance 9.4, size 16.0 and price of about \$27. Customers emphasize on performance and a 1 year range. The company should supply with sensors of high performance and of at least one  
<https://assignbuster.com/exam-practice/>

year range. The forecast sales are about \$16000 with a capacity number of 8%

Size segment: customers seek cutting edge size technology and young designers. Performance is 4. 0, size 10. 6, and age 1. 5 years. Customers look at size than performance and over 1. 5 years range. The company should supply large size and young designs to the segment. The forecast sales are about \$18500 with a capacity number of 9%.

#### Works Cited

Dalgic, Tevfik. Handbook of Niche Marketing: Principles and Practice. 2nd ed. New York: Best Business Books, Haworth Reference Press, 2006. Print.