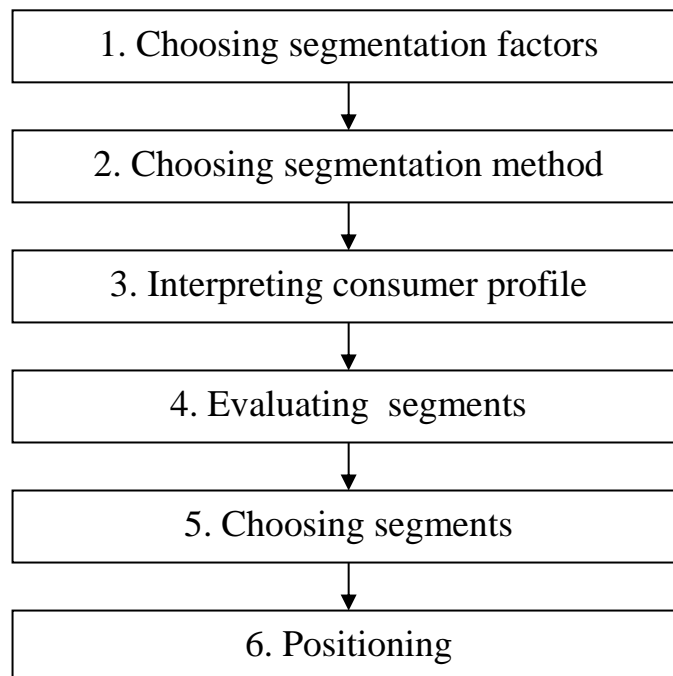


MARKET SEGMENTATION AND POSITIONING

“Intensive course” is a service provided by the English club “SAM”. It lasts 2 weeks and includes all structural English grammar.

The market segmentation has been conducted by the following steps:



Two groups of factors has been chosen for making the segmentation. The first group is the factors of consumer behaviour; the second group is the social-demographic factors including sex, age, income and position.

The segmentation has been made by the method of grouping. As a result four target segments has been defined. These segments are:

- Women at the age of 25-55 who have no work. Their husbands have high level of income.
- Men at the age of 25-55 who are top managers or businessmen and have high level of income.

- Women at the age of 25-55 who are middle managers with the income above the average level.
- Women at the age of 25-55 who are middle managers and have the income above the average level.

After the evaluation of these segments only three of them has been chosen. They are connected by one factor – shortage of time. The strategy of concentrated marketing has been chosen.

Positioning has been made on the ground of the factors that are unique for the methodology of “Intensive course”. There are two factors – a little amount of time and the possibility to learn all structural English grammar.