

SEGMENTATION OF CHILDREN ALL-ROUND DEVELOPMENT SERVICES CONSUMERS

Currently market of children all-round development services is one of the most dynamically growing markets. Children centre “Radost” that is a player in this market is going to increase sales level with the help of actual and new services selling to existent consumers. To this purpose it is necessary to identify the most attractive segments for business.

The following factors were chosen for segmentation of consumers of children all-round development services.

1) *Households geographical position and level of geographical availability of proposed services.* Since children centre “Radost” operates only on Dnipropetrovs’k market, Dnipropetrovs’k households were sorted out. Present households can be divided into households of near-field (from 10 to 15 minutes’ walk, until 5 kilometers by transport), middle-field (from 15 to 25 minutes’ walk, until 8 kilometers by transport) and far-field (not more than an hour’s walk, unlimited distance by transport) regions.

2) *Stage of a family life cycle.* So long as children development services are provided for kids together with their parents, families with children were selected. They include families with early age children (from birth to 3), families with pre-school age children (from 3 to 7), families with primary school age children (from 7 to 11), families with juvenile age children (from 11 to 15), families with preadult age children (from 15 to 18).

3) *Motives of services consumption:* basic abilities development, creative abilities development, physical abilities development, pre-school training, languages learning, single-purpose educational skills development, assistance in educational process, baby-sitting, entertainment, psychological support, and enunciation improvement.

Segmentation of children all-round development services market was implemented with grouping method.

Given segmentation has enabled the author to mark out the next segments.

✓ *Families with early age children* that purchase services for the purpose of basic abilities development, learning of languages, baby-sitting, entertainment, psychological support, enunciation improvement. Segment size – 3560 families. Number of Centre’s service offering – 9 programs.

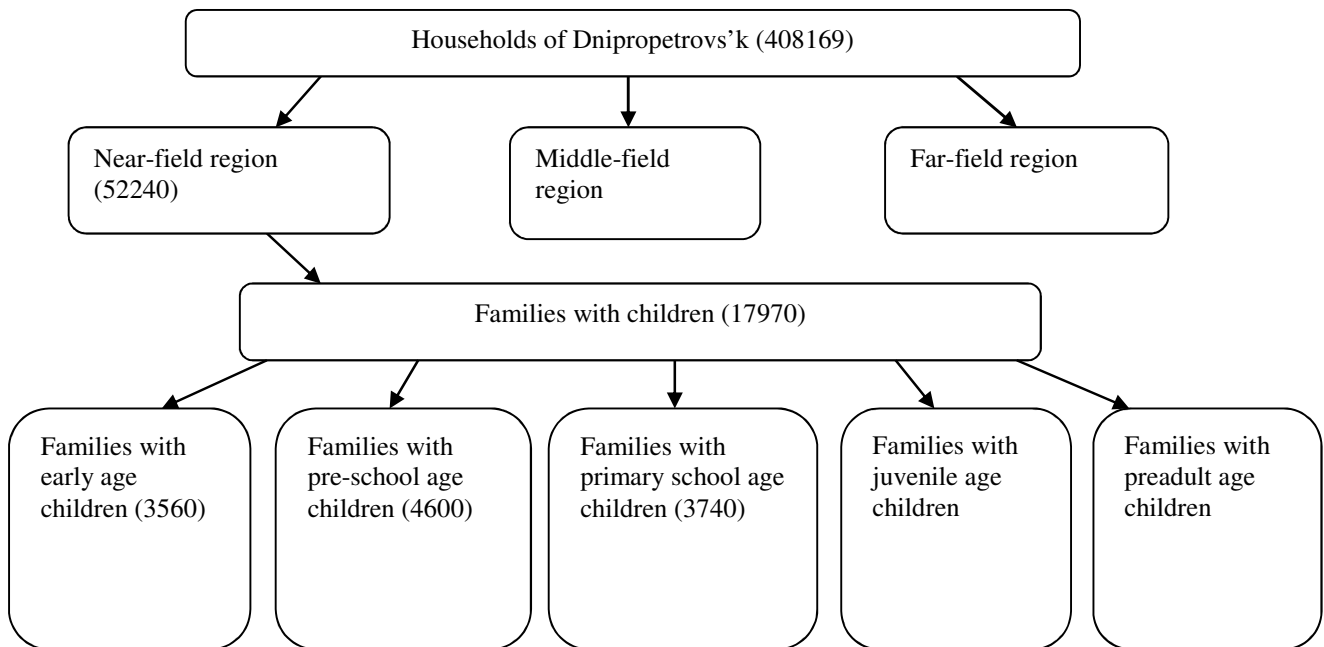


Fig. 1 Segmentation of children all-round development services consumers

✓ *Families with pre-school age children* that purchase services for the purpose of basic abilities development, creative abilities development, physical abilities development, pre-school training, learning of languages, baby-sitting, entertainment, psychological support, and enunciation improvement. Segment size – 4600 families. Number of Centre’s service offering – 13 programs.

✓ *Families with primary school age children* that purchase services for the purpose of creative abilities development, physical abilities development, learning of languages, single-purpose educational skills development, assistance in educational process, entertainment, psychological support, and enunciation improvement. Segment size – 3740 families. Number of Centre’s service offering – 7 programs.

A degree of price sensitivity modifies within each of the mentioned segments. However the segment “Families with early age children” is less sensitive to price changes in comparison with other segments. A nature of competition in all of segments is monopolistic competition.

Thus, aforesaid segments are target market for children centre “Radost”. Children centre “Radost” can offer concrete service types for every of these segments (strategy of selective specialization). The most priority segment for Centre is “Families with pre-school age children”. Moreover the first-priority subsegments depending on the motive of service purchasing are consumers who are interested in pre-school training, language learning and entertainment services.