

Dmitrieva E.
I.V. Bagrova, research supervisor
National Mining University

MARKET SEGMENTATION OF THE TRADING NETWORK "ELDORADO"

The network of supermarkets of home appliances "Eldorado" is not only qualitative home appliances and electronics at the most democratic prices, company "Eldorado" is a comfort, quality, a practicality, confidence and prospect for all our buyers and partners.

Company "Eldorado" is now one of leaders of the Ukrainian market household, audio, video, the digital and computer techniques.

For definition of the basic segment research which included poll of 100 respondents has been conducted. As the tool of gathering of the primary information the questionnaire which intended for visitors of shop has been developed.

Research of structure of consumers on the basis of demographic factors has revealed the following picture: the data on age shows to structure that among visitors of shop approximately an identical share of men (51 %) and women (49 %), and in age group from 29 till 45 years.

On the average, from total number of the interrogated respondents it makes 63 % and exceeds quantity of women on 54 %. This results from the fact that people of the given age, as a rule, already taken place.

The marital status analysis has shown that every second is married or married.

The majority of buyers of home appliances people working. It is experts with the higher education, every fifth buyer the top manager, and every fourth the employee more often.

Thus it is possible to draw a conclusion that the basic segment includes married couples at the age of 29 - 45 years with the income above an average both working and having higher education.