



SEGMENT PASAR

MANAJEMEN PENATAAN PRODUK
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2021



Defining markets and segments

Markets are defined simply as customer groupings. Adding more detail to this simple statement, from the perspective of your product, different customers fall into different choice groups.



Determining market segments

To begin the process of segmenting your market, the first decision is typically whether the product is oriented toward consumers (B2C) or businesses (B2B)



Consumers: If your product is sold primarily to consumers, market segments are divided by the following initial attributes

Demographics: Age, sex, and income.

Psychographics: Different personality traits (such as outgoing, competitive, or homebody); values (such as family-oriented or live for today); and attitudes, interests, and lifestyles (such as urban, suburban, or rural).

Verticals: Interests such as hobbies, expertise, and education.



Business: If your product is sold primarily to business, market segments are divided by the following attributes

Firmographics: You can subdivide companies by their industry, location, size, structure (such as LLC, corporation, or nonprofit), and performance.

Verticals: B2B segmenting commonly focuses on the vertical attribute because it's the core business a company conducts (for example, telecommunication, construction, software development, or insurance).



Geographical segmentation: Where are your customers? What town, state, and even country? Cultural segmentation: Specific cultural and religious behaviors can help you distinguish the actions of one group from another.



segmentation worksheet

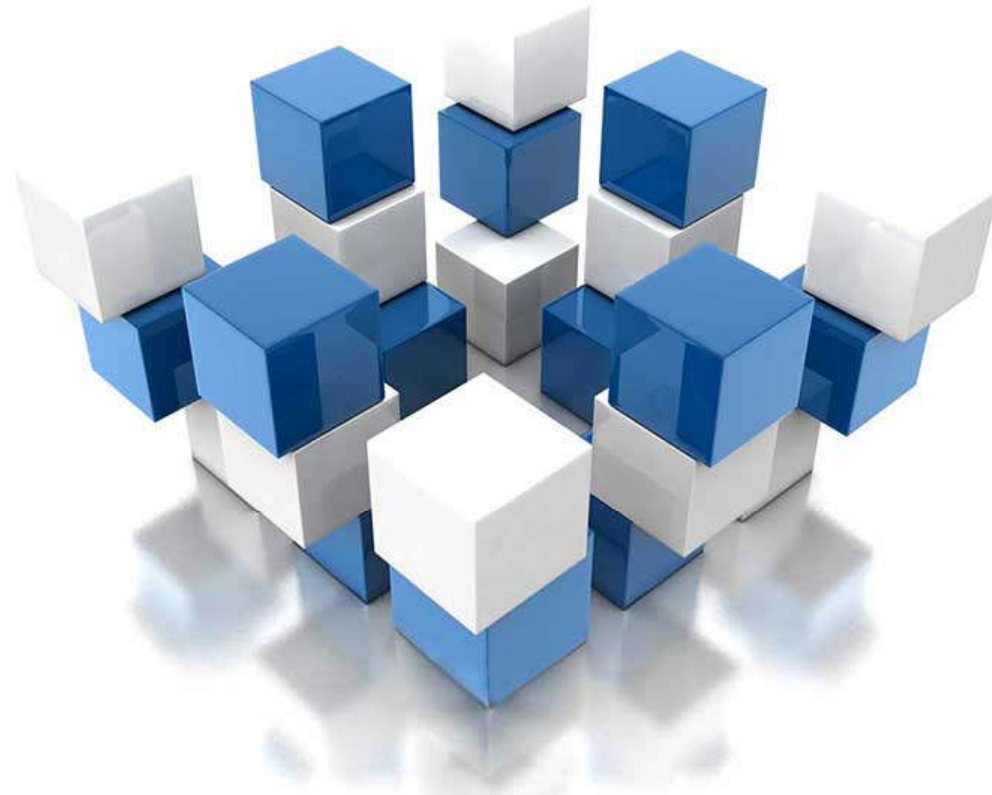
Target Segment (Name or Description)		
Needs		
Goals and Motivation		
Buying Behaviors (Esp. Buying Triggers)		
Values and Attitudes		
Lifestyle		

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REFLEKSI

1. Informasi penting hari ini
2. Manfaat penting dari informasi penting hari ini
3. Tindak lanjut yang dapat saudara lakukan



THANK YOU

Any question ?