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Psychographic segmentation means dividing the target consumers on the basis of values, interest, personality trait and lifestyle (Kotler, Burton,

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Deans, Brown & Armstrong,
2015). The psychographic
segmentation of Samsung
includes individual, teens
and adults who are techno
savvy. Samsung has a wide
range of mobile phones which
are fancy and ...

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Kotler, P., Burton, S.,
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Forest, Australia: Pearson,
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Legal Factors Legal factors
in the US that have
implications on Apple
operations include
increasing privacy

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regulation and increasing
telecommunications
regulations. The US
government has realised
privacy issues associated
with digital technology use
leading to more privacy
regulations imposed on

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Companies such as Apple.

This is a threat for Apple
which is involved in
production of products ...

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in the US that have ...*

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comprehensive, classic principles text organized around an innovative customer-value framework. Students learn how to create customer value, target the correct market, and build customer relationships. The

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changing nature of consumer expectations means that marketers must learn how to build communities in addition to brand ...

*Kotler & Armstrong,
Principles of Marketing |*

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A differentiated marketing strategy is a strategy in which a company decides to “target a number of market groups and develops a different marketing mix to each segment” (Kotler,

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Marketing, 5th Edition
(Kotler, Burton, Deans, Brown &
Armstrong, 2013).

*Market Segmentation,
Targeting Strategy and
Positioning ...*

Principles of marketing
questions. CHAPTER 1 : List

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and the compare the five
marketing management
philosophies. Be sure to
indicate the key components
of each philosophy.

1-Production concept - The
idea that consumers will
favor products that are

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available or highly
affordable.2- Product
concept - The idea that
consumers will favor
products that are of high
quality, performance and
features.

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Kotler And Gary Armstrong*

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It is essential for the organisation to analyse the environment before developing the marketing plan (Kotler, Burton, Deans,

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Marketing & Armstrong, 2015).

In this report, the Brudo's coffee has been taken into consideration to analyse the environment to develop the plan. Overview of company and its industry

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Burton, Deans, Brown and

Armstrong (2013), Marketing

(9th ed.), Pearson Education

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The STP Process Figure 1:
Steps in market
segmentation, targeting and
positioning Source: Adapted

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Marketing 9th Edition, Burton,
Deans & Armstrong,
Marketing 8th ed, 2010

Market Segmenting Figure 1
above shows the three main
steps in target marketing
and the key procedures in
each of the steps.

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