

## 1. Conduct a segmentation analysis (cont. page 2)

### General markets:

**Domestic Market:** A high end chip for consumers within Australia.

**Asia Region:** An Australian branded potato chip product for the booming snack market in Asia.

### Brainstorming key market segments:

**Australia (decided to segment by age):** Unhealthy Young Adults; Healthy Young Adults; Young Urban Professionals; Single Working Parents; Healthy Families (Kids + Parents); Seniors;

**Asia (decided to segment by region):** Indonesian Young Adult; Youth of the South China Sea; Taiwanese Young Adult; India Young Adult; China Teenager; China Family; China Seniors

*(As research indicated the main market for chips within these emerging markets was the 18-40 years demo., we segmented geographically, limited to the Young Adult market, [bar China])*

## 2. Recommendations for Target Markets

### Australia: Healthy Family

Due to their dual income (therefore expendable), health awareness of the shopper (responsible parent) and multiple sources of consumption (2 kids, 2 parents, numerous social events and in home snacks).

### Asia: Indonesian, Young Adult

Due to the market's familiarity with western snack foods, the size & growth of the population, their high demand for snack foods, and their familiarity with Australia. The proximity of the country has the advantage of lowering shipping costs, and ensuring management can take place across shared daylight hours. Young adults were targeted, due to their increased willingness to absorb western culture.

## 3. Provide a customer profile for both recommended target markets

**Healthy Family:** Jill is a married 35 year old mother of 1.8, who likes to stay fit and healthy. Jill does the weekly shopping, and because of the combined incomes of herself and her husband, as well as her accrued savings thanks to delaying having children until the age of 30, she can afford to spend a little extra on organic and natural products that she perceives as a healthier choice for her family. Jill purchases chips on a weekly basis for her children as well as for entertaining. In her eyes these 'organic' purchases serve to boost her image as a healthy person and as a responsible parent. Jill is much more likely to be coerced into buying a product that has a perceived health benefit than other customer groups due to her age/gender (both physical health and cosmetic concerns) as well as her children (the need to be a responsible parent while meeting the demands of the children for snack/junk food) as well as societal pressure to eat healthily and follow trends such as organic foods.

**Indonesian Young Adult:** Suparman is a 24 year old Indonesian who lives in Jakarta. Unlike his elders, Suparman has grown up in the age of globalisation, and as a result, is less resistant to the introduction of western culture. He enjoys eating potato chips as a snack, partly for its image factor, as western products are considered to be an "attractive hallmark of modernity" within Indonesia. Having grown up in the booming middle class in the early 1990s he was considered to be part of the *anak gaul* (hip and trendy kid) culture, associated with American influences like hip-hop, basketball, pizza and skateboarding. When he was young Suparman looked for chips that were cheap and highly flavoured, however now that he is getting older, his focus has switched to better quality products, and his consumption has moved more towards social events where less kiddy chips are more appropriate.

## References

A majority of our information was gained through primary sources, in the form of interviews with people who fall into our market segments, and knowledge gained during research for the previous assignment. However, a number of secondary sources, listed below, were used where statistical information or quotations were required.

### **Australian, Unhealthy Young Adult**

[http://preventdisease.com/news/articles/almost\\_half\\_australia\\_overweight.shtml](http://preventdisease.com/news/articles/almost_half_australia_overweight.shtml)  
<http://www.abs.gov.au/ausstats/ABS@.nsf/2f762f95845417aeca25706c00834efa/28b9ba9f3b0270efca2570ec001b1376!OpenDocument>

### **Australian, Working Single Parent**

<http://www.abs.gov.au/AUSSTATS/abs@.nsf/0/F4B15709EC89CB1ECA25732C002079B2?opendocument>

### **Australian, Healthy Nuclear Family**

<http://www.aifs.gov.au/institute/info/charts/familystructure/fchild03.html>  
<http://www.aifs.gov.au/institute/info/charts/familystructure/fchild03data.html>  
<http://www.aifs.gov.au/institute/info/charts/divorce/divorcechildren.html>  
<http://www.aifs.gov.au/institute/info/charts/marriage/numbers.html>

### **Australian Seniors**

<http://www.abs.gov.au/ausstats/abs@.nsf/0/95560b5d7449b135ca256e9e001fd879?OpenDocument>  
<http://www.abs.gov.au/ausstats/ABS@.nsf/2f762f95845417aeca25706c00834efa/94203db68ca49e43ca2570ec0011260f!OpenDocument>

### **Australian Young Urban Professional**

<http://www.abs.gov.au/ausstats/ABS@.nsf/7d12b0f6763c78caca257061001cc588/97ea88a162bd9860ca25703b0080ccb3!OpenDocument>  
<http://www.abs.gov.au/ausstats/ABS@.nsf/2f762f95845417aeca25706c00834efa/a8d1bea8a2ff1b33ca2570ec001b0dc3!OpenDocument>  
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### **Australian, Healthy Young Adult**

<http://www.abs.gov.au/ausstats/ABS@.nsf/2f762f95845417aeca25706c00834efa/0157f86c1e697839ca2570ec00192aa5!OpenDocument>

### **MAINLAND CHINA, BUSY FAMILY**

[http://www.womenofchina.cn/Issues/Marriage\\_Family/10757.jsp](http://www.womenofchina.cn/Issues/Marriage_Family/10757.jsp)  
[http://english.peopledaily.com.cn/200307/16/eng20030716\\_120372.shtml](http://english.peopledaily.com.cn/200307/16/eng20030716_120372.shtml)

### **(EAST) MAINLAND TEENAGER**

#### **SE Asia:**

<http://www.britannica.com/EBchecked/topic/556489/Southeast-Asia/52767/Demographic-trends>  
<http://www.ferret.com.au/n/SOUTH-EAST-ASIAN-MARKETS-WHAT-S-ON-THE-MENU-n701000>  
[http://en.wikipedia.org/wiki/Southeast\\_Asia](http://en.wikipedia.org/wiki/Southeast_Asia)

### **CHINA, YOUTH**

Convenience Shopper habit

<http://gain.fas.usda.gov/Recent%20GAIN%20Publications/>

Potato%20and%20Potato%20Products%20Annual%202010\_Beijing\_China%20-%20Peoples%20Republic%20of\_8-16-2010.pdf

<http://www.ap-foodtechnology.com/Processing/Fast-food-craze-in-China-good-for-potato-processors>

#### **CHINA, SENIORS**

[http://www.unicef.org/infobycountry/china\\_statistics.html](http://www.unicef.org/infobycountry/china_statistics.html)

[http://www.china-profile.com/data/ani\\_pop\\_1.htm](http://www.china-profile.com/data/ani_pop_1.htm)

#### **INDONESIAN, YOUNG ADULT**

[www.easeap.cipotato.org/MF-ESEAP/FI-Library/Po-Sy-China.pdf](http://www.easeap.cipotato.org/MF-ESEAP/FI-Library/Po-Sy-China.pdf) [ page 43]

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[www.uspotatoes.com/.../DEHYDRATED\\_POTATO\\_PRODUCTS-EXPORT.pdf](http://www.uspotatoes.com/.../DEHYDRATED_POTATO_PRODUCTS-EXPORT.pdf)

[http://findarticles.com/p/articles/mi\\_m3723/is\\_3\\_16/ai\\_116737400/](http://findarticles.com/p/articles/mi_m3723/is_3_16/ai_116737400/)

#### **INDIA, YOUNG ADULT**

<https://www.cia.gov/library/publications/the-world-factbook/geos/in.html>

[www.census.gov/ipc/prod/ib-9701.pdf](http://www.census.gov/ipc/prod/ib-9701.pdf)

#### **TAIWANESE ADULT**

[http://www.indexmundi.com/taiwan/demographics\\_profile.html](http://www.indexmundi.com/taiwan/demographics_profile.html)

[http://www.uspotatoes.com/downloads/LRP5\\_chipstock.pdf](http://www.uspotatoes.com/downloads/LRP5_chipstock.pdf)

#### **YOUTH OF THE SOUTH CHINA SEA**

##### **Thailand:**

<http://www.newsweek.com/2010/08/15/interactive-infographic-of-the-worlds-best-countries.html>

<http://www.ferret.com.au/n/SOUTH-EAST-ASIAN-MARKETS-WHAT-S-ON-THE-MENU-n701000>

[http://www.indexmundi.com/thailand/demographics\\_profile.html](http://www.indexmundi.com/thailand/demographics_profile.html)

[http://www.nationmaster.com/country/th/Age\\_distribution](http://www.nationmaster.com/country/th/Age_distribution)

[http://www.uspotatoes.com/downloads/LRP5\\_chipstock.pdf](http://www.uspotatoes.com/downloads/LRP5_chipstock.pdf)

[http://www.unescap.org/tid/mtg/potato\\_s4th1.pdf](http://www.unescap.org/tid/mtg/potato_s4th1.pdf)

##### **Vietnam:**

<http://www.uspotatoes.com/120lrp.html> - United States Potato Board

[http://www.indexmundi.com/vietnam/demographics\\_profile.html](http://www.indexmundi.com/vietnam/demographics_profile.html)

<http://www.indexmundi.com/g/r.aspx?t=100&v=24&l=en>

[http://www.nationmaster.com/country/vm-vietnam/Age\\_distribution](http://www.nationmaster.com/country/vm-vietnam/Age_distribution)

[http://www.industryweek.com/articles/iw\\_50\\_best\\_pepsico\\_ramps\\_up\\_overseas\\_investments\\_22633.aspx?](http://www.industryweek.com/articles/iw_50_best_pepsico_ramps_up_overseas_investments_22633.aspx?)

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#### **Indonesian Profile**

[http://www.fdcw.org/0708/sam/Copy\\_of\\_Chapter\\_2\\_Youth\\_Culture\\_\(Draft\\_II\).doc](http://www.fdcw.org/0708/sam/Copy_of_Chapter_2_Youth_Culture_(Draft_II).doc)

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All websites last checked for access 20/11/2010