



**MARKET SEGMENTATION &
TARGETS**

FOR THE TRADITIONAL POTATO CHIPS CO.

Recommendations

**EXPAN-
SION**

**PRODUCT
LINES**

BRANDING



Segmentation Variables

*Country - State, Population ...
{Australia, China(), South-Asia() ...}*

*Density
{Rural, Urban, Suburban}*

Age {0-19, 20-39, 40-59, 60+ ...}

Sex {Male, Female}

Family Size / Life Cycle {Single, 2 parent...}

Education {None, Primary, University...}

Geographic Demographic Psychographic Behavioural

*SocioEconomic
{Income(), Class(), HDI(Employment...)}
}*

*Lifestyle (AIO's), Attitudes
{Health/Weight/Social/... Conscious,
Active, Work-Life Balance, ...}*

Shop Preferences {Corner, Gourmet,...}

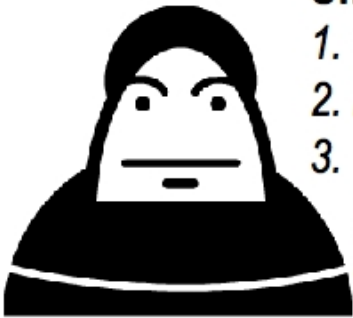
Benefits {Quick, Quality, Image, Health...}

Buying Decisions {Habitual, Variety...}

Usage Rate {Daily - Weekly - Occasion...}

Market Summations (Australians)

Key:
 1. Market Size
 2. Expected Growth
 3. Competitive Position
 4. Cost to Reach
 5. Compatability
 pop. = population



Unhealthy Young Adult

1. 10 Million People!
2. Long-Term Decrease
3. Unhealthy Competition (less-so for healthy)
4. Minimal Reach-Cost
5. Good Compatability



Healthy Young Adult

1. Dieting Women (24%) > Men (16%)
2. Social Trends: 50% pop.
3. Few, Large Growth Room
4. Pricy, (+Gov. Initiatives)
5. Excellent



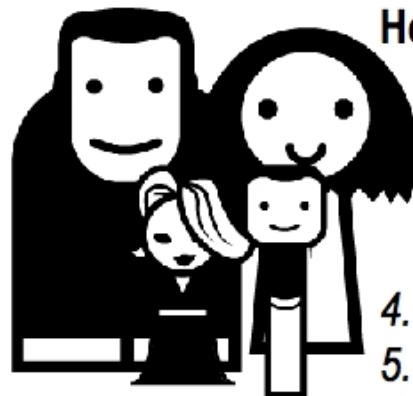
Young Urban Professional

1. Decreasing Overall
2. Little Growth
3. Lots, from high - low
4. Expensive
5. Good Market for Health/Image nuts. However, it's saturated.



Working Single Parent

1. 486,000 Families!
2. Constant ++ (0.4%p.a.)
3. Lots from cheaper brands
4. Minimal
5. Not Good (Low Income)



Healthy Family

1. 70% (2par., 2kid)
2. Overall Increase
3. Lots from Generic, Little from Organics
4. Medium
5. Great. (Social+Snack) resonsibility of Kids .



Seniors

1. (65+)-> 13%
2. (2050)-> +27%
3. Very Little
4. Minimal
5. Likely Appeal, Unlikely Swap.

Market Summations (Asia)

Key:
 1. Market Size
 2. Expected Growth
 3. Competitive Position
 4. Cost to Reach
 5. Compatability
 pop. = population
 ^ = Increase

Indonesian Young Adult

1. 15-64yrs (55%), 160 million
2. Expanding Growth
3. 20%western, 50%traditional
4. Mature Market (dominated), Lessening Barriers (imports^)
5. Chips=Popular,



Youth of the South China Sea

1. SE Asia; 593mil. avg50ml
2. 0-2% (low, higher)
3. Westernized places, more-so, lessening barriers: swOt
4. High (declining)
5. long-term.~expendable\$\$ awareness/culture (slow ^)



Taiwan Adult

1. 15-64(72%), 16million, Median: 36.5
2. Static Pop. of 23 million, ^long-term shift
3. Many, Undominated
4. Very High
5. Very Compatible



(East) Mainland Teenager

1. 41% Urban
2. Fast Growth
3. lots(41brands)
4. low(production), high(legal, ads...)
5. Good.



Busy Family of Mainland China

1. 5 million nuclear
2. Decreasing to Singles/Groupings
3. Lots(Pepsico, etc)
4. Very High
5. Not Great.



Indian Young Adult

1. 15-64(64%) 700 million
2. 1.7%p.a.
3. Moderate
4. High (ads,..)
5. ~ Long Term Market



Chinese Seniors

1. 8%, 1000 million
2. Increasing
3. Targeted over ages
4. High Costs
5. Low. Not adjustd, expendable \$\$.





Meet Superman

Age: 24

Home: Jakarta, Indonesia

Income: Steady

Image: Healthy & 'Cool'

Self: Westernized

"Moving to better products"



Meet Jill

Age: 35

Home: Joe (Husband) & 2 Kids

**Income: Fully Employed
& Accumulated Savings**

Image: Healthy & Responsible

Snack Food: For Kids & Entertaining

"Organic Products are Healthier"