

Segmentierungsansätze In Konsumgütermärkten - Miriam Böll

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Die Kunden können sich heutzutage mehr und mehr aussuchen welches Produkt, von welchem Anbieter sie bevorzugen und letztendlich auch kaufen. Ziel eines jeden Unternehmens ist es, sich an diesem sog. Hyperwettbewerb durchzusetzen und die potentiellen Kunden für ihr Produkt zu begeistern. Nur die allerwenigsten Unternehmen können sich mit dem gesamten potentiellen Markt befassen. Somit ist es ratsam den Gesamtmarkt in einzelne Kleingruppen aufzuteilen. Um die Marketingaktivitäten auf die einzelnen Gruppen von Kaufkraft konzentrieren zu können, müssen diese mithilfe relevanter Variablen differenziert werden. Studienarbeit aus dem Jahr 2008 im Fachbereich Wirtschaft - Marketing, Unternehmenskommunikation, CRM, Marktforschung, Note: 1,3, Hochschule Ansbach - Hochschule für angewandte Wissenschaften Fachhochschule Ansbach , Veranstaltung: Strategisches Marketing. Author: Böll, Miriam Publisher: GRIN Verlag Illustration: N Language: GER Title: Segmentierungsansätze in Konsumgütermärkten Pages: 00018 (Encrypted PDF) On Sale: 2009-01-01 SKU-13/ISBN: 9783640392872 Category: Business & Economics : Marketing - General

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