



SNS COLLEGE OF ENGINEERING

Kurumbapalayam (Po), Coimbatore – 641 107

An Autonomous Institution

**Accredited by NBA – AICTE and Accredited by NAAC – UGC
with 'A' Grade**

**Approved by AICTE, New Delhi & Affiliated to Anna
University, Chennai**

DEPARTMENT OF MANAGEMENT STUDIES

COURSE NAME : 19BA403 – SERVICE MARKETING

II YEAR /IV SEMESTER

Unit 2 – FOCUS ON CUSTOMERS

Topic : SM – Market Position



HOW TO IDENTIFY YOUR CUSTOMER



Target Marketing

- The next activity that we do is to identify one or a few of these groups, where in you can go and try to offer your products and try to make revenue from these groups.
- Targeting is where you identify which of these segments is going to be the key or the central segment where you're going to offer your products.



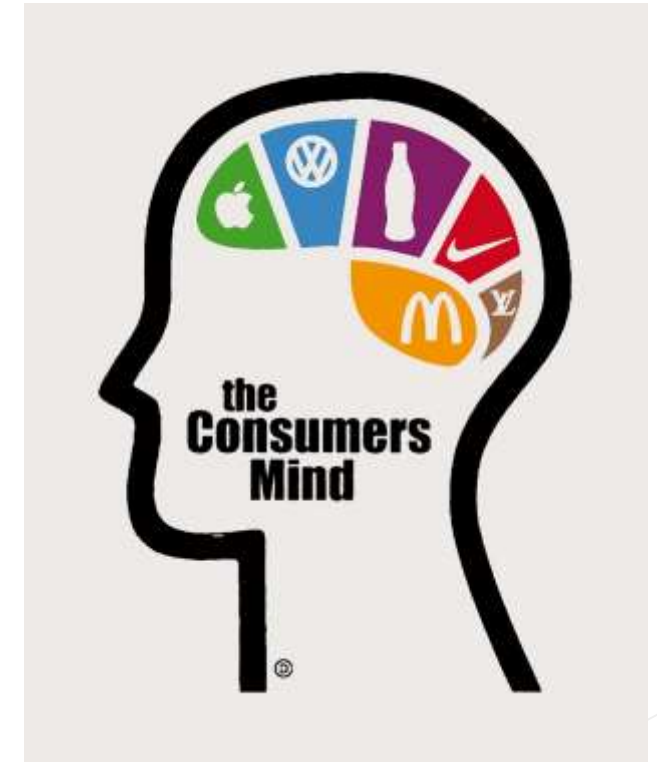


HOW TO IDENTIFY YOUR CUSTOMER



Positioning

- Positioning is where you're trying to create a position for yourself and the position that you create is not in the marketplace but in the customer's mind
- Because it is important for us to understand that the customer is a person who thinks, who understands reality, who has a worldview of how his needs are, his requirements are,





HOW TO IDENTIFY YOUR CUSTOMER



Positioning

- To do positioning, we have a set of vehicles that we can use.
- Say for example, you can use advertising, sales promotion, retail presence etc.
- Your product itself can be used for positioning, but the key here is to understand that you are trying to differentiate yourself from the other players in the market.



RECAP

QUESTIONS???

THANK YOU