

Objective: Provide a target market for the following products using a market segmentation analysis in order to prove your understanding of the terms, ideas, and functionality of target marketing.

Scenario: Doyle's, Inc., is a fictitious candy and soft drink manufacturer that has recently decided to expand its product line in order to compete with some of the larger snack food and soft drink companies. Doyle's, Inc., up until this point, has only made chocolate bars based on contracts for some of the larger candy companies, and has never sold a product directly to the consumer under its own brand. Having the facilities to operate a consumer product, the CEO of Doyle's Inc., Wyatt Doyle, has asked his marketing team (you) to provide a market segmentation analysis for the products below that were thought up by his board of directors in a meeting one week ago.

Deliverables: For each product, *research* the specified region of interest, and provide any information that will help the company succeed – This may include a product name, packaging ideas, and of course, a specific market segmentation analysis.

- Provide a five to ten minute presentation of your research and ideas
- You will have three blocks to prepare.

Product 1: After conducting a recent marketing research survey, Doyle Inc., has discovered that there is a growing demand for chocolate bars in Latin America. However, the company, which mainly does business on the east coast of the American border, does not have the experience or knowledge to market a product in Latin America.

Product 2: The results of the survey not only show a demand for candy south of our border, and also a rising demand for soft drinks from our friends from the north... Canadians! Particularly in the Montreal area, there seems to be a demand for something "new" and "fresh" to fit the Canadian lifestyle.

Product 3: Although the "Land Down Under" is known for its bbq's, laid back lifestyle, proud citizens, and of course, kangaroos, the country of Australia turned back results in the survey with an increased demand for an energy drink that is unique, fresh, and fits their lifestyle.

Advice/Warning: This is not a "divide and conquer" assignment. It needs a variety of ideas and brainstorming in order to be fully effective.

50% Rule: Groups will present when called upon. Please refer to the 50% rule posted on my syllabus.