

BTS Tourisme - VPT

La Segmentation

Une stratégie d'achat permet de cibler un public homogène, d'attribuer des clients qui se ressemblent dans un jeu partageant des valeurs similaires et des mêmes besoins. Une stratégie peut être composée de multiples, voire des millions d'acheteurs. L'objectif d'une stratégie peut être d'acquiescer un ensemble de consommateurs et constituer une population homogène ?
Une réponse : la segmentation.

1. L'objectif de la segmentation

Pour mieux appréhender la demande, il faut la découper en sous-ensembles homogènes. La segmentation est utilisée en marketing pour identifier des segments de marché vers les segments.

On adapte la demande marketing qui consiste à créer les besoins et les attentes de la clientèle et à réaliser ses objectifs sans être en concurrence, mais à un niveau plus grande d'analyse de marché : cette deux composants, l'entreprise tente de répondre un avantage compétitif et proposer ses offres pour répondre à des besoins spécifiques de clients.

• Pourquoi segmenter ?

On segmente pour mieux appréhender la demande, car on a compris la clientèle par segmentation, le point commun entre les clients, on crée les comportements et les besoins identiques.

On segmente pour créer des offres d'articles personnalisés spécifiques.

On segmente pour mieux répondre aux attentes des clients par proposer une personnalisation. Face à une demande diversifiée de l'offre, il faut faire mieux et différencier des consommateurs de façon à mieux répondre à leurs attentes et de manière plus adaptée. Par cette comportement clients, quelle est les consommateurs répondent les préférences de différenciation des produits, l'objectif pour l'entreprise est de créer un avantage concurrentiel unique vers le marché sans être en concurrence avec les concurrents.

Exercice

Ma première page

De quoi s'agit-il ?

Appelle

Adresser clients

Blog

Forum

Live chat

Leads

Deuxième exercice

Rechercher à effectuer

Forum

Forum

Ma deuxième page

Rechercher à effectuer

Comment

Quelle offre

Le Clientel

10000

(Source : marketingdirect)

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Epe Bts Tourisme Introduction

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