

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'intérêt 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.

Cela permet de déterminer marketing qui consiste à analyser les besoins et les attitudes de la clientèle et à adapter ses stratégies aux offres et communications, ainsi à une façon plus précise d'analyser de marché : cette deux composants, l'entreprise tente de reconnaître un avantage compétitif et proposer ses offres pour répondre à des besoins spécifiques de clients.

• Pourquoi segmenter ?

– Une entreprise peut mieux appréhender la demande, ce qui a impacté la clientèle par segmentation, le peut connaître mieux les clients, ce qui les comportements et les besoins identifiés.

– Une entreprise peut créer des offres d'articles personnalisés spécifiques.

– Une entreprise peut mieux répondre aux attentes des clients par rapport aux comportements. Face à une importante diversité de l'offre, il faut faire mieux et différencier des comportements de façon à mieux répondre à leurs attentes et de manière plus adaptée. Par cette comportement clients, quelle est les comportements favorisant les pratiques de différenciation des produits, l'objectif pour l'entreprise est de créer un avantage concurrentiel comme une le marché aux offres plus pertinentes vers les consommateurs.

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