Market segmentation

Learning Aim A – Introduction to the principles and purposes of marketing that underpin the creation of a rationale for a marketing campaign, Topic A1– The role of marketing

**Scenario**

You are working for a famous chef who is renowned for experimenting to produce exciting food for different tastes and needs. You have been asked to produce a business model for the market segmentation of a new range of pizzas, which will be for both mass and niche markets. The chef came upon this idea when it was revealed that his young nephew had several food allergies and he was concerned that as his nephew grew older he would miss out on social events that involved eating fast food.

**What you need to do**

Carry out some research into the types of food allergies that exist and the products that people who suffer from these allergies should avoid. Identify the different markets that could be reached, both particular niche markets (for specific allergies) and a mass market where a new type of pizza could also have the potential to generate new business.

You need to create a business plan where you identify:

Your business name

Your target market(s)

Create a market map

Your competition

A description of your product

Where you will sell your product with an explanation of why

How much you will sell your product for with an explanation of why

How you will promote your product with an explanation of why

This can be a two-page document at most.