





PRODUCT DESIGN & MARKETING **The Customer 2**

CUSTOMERS WANT DIFFERENT THINGS

Imagine you own construction company.

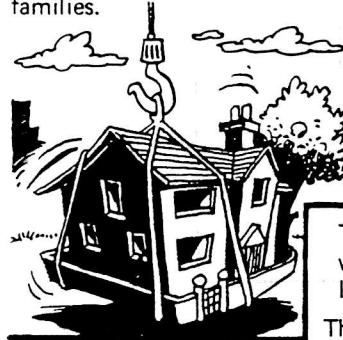
Here are some customers.

| | | | |
|---|---|---|---|
|  |  |  |  |
| LOCAL AUTHORITY | ARMY | MANUFACTURER | PROPERTY DEVELOPER |

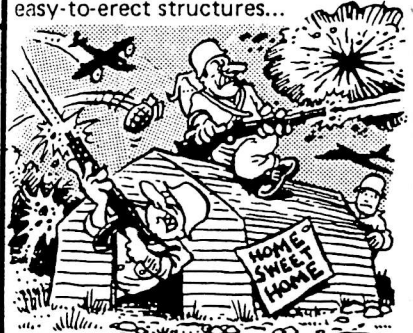
Each of these has a different kind of requirement, which would have to be met in a different kind of way.

For Instance...

The local authority customer might want relatively cheap but attractive two-storey units for families.



The Army might want rudimentary, easy-to-erect structures...



The manufacturer might want large warehouses, the property developer luxury chalets on the Costa Brava...

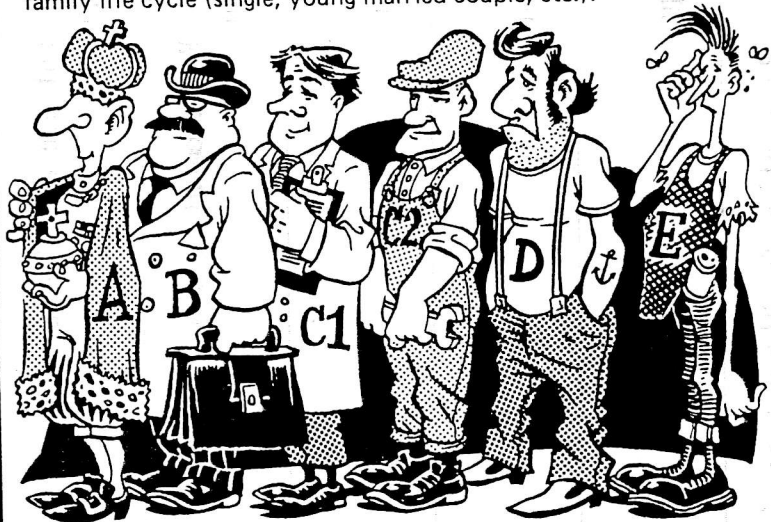
The market place is not a *single* market.

CUSTOMER ATTRIBUTES



The second way of analysing market segments is through *customer attributes*. The great advantage of knowing what your customers are actually like is that you can *communicate* with them.

There are several ways of defining customers - by age, sex, education - or perhaps by what stage they are at in the family life cycle (single, young married couple, etc.).



Or the definition could be based on socio-economic groupings.