

15.810
Marketing Management

Fall 2004
Final Group Exercise

I would like you to select a small company with sales of under \$25 million that has been in business for less than 5 years.

1. Pick one product (or service) that this company sells and identify the different customer segments that might purchase this product. Treat these segments as different potential markets and describe the relative size of each market.
2. Pick one of the company's existing or potential competitors and list the resources that the company has and the resources that the competitor has. Restrict attention to just one competitor (assume that other competitors do not exist).
3. Use your analysis of the customer segments and resources to identify the customer segment that makes the most attractive target market for the firm.
4. Design a positioning statement for the firm. Assume that the purpose of the positioning statement is to give direction to an advertising agency that will design an advertising campaign that targets your chosen market.

Deliverables

Please write a report of no more than 4 pages addressing the strategic issues (1 through 3 above). This report can be in bullet-point format.

The positioning statement should be brief, but may include examples identifying firms in other markets with comparable brands. Please keep this statement (including examples) to under 2 pages.

You should combine the two documents (report and positioning statement) into a single document of no more than 6 pages. The document is due by 5pm on Monday, November 15.