

BHO1171 INTRODUCTION TO MARKETING
VICTORIA UNIVERSITY – CITY FLINDERS ONLINE

ASSESSMENT 3A – MARKETING PLAN: TARGET MARKET

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comet

Smart nightstand for your home



I. INTRODUCTION

The purpose of this report is to analyse the target market; the Australian marketplace and discuss marketing strategies; market segmentation and mass marketing for Comet's Smart Nightstand with Indiegogo (Comet smart nightstand 2020). According to Horani (2020), to effectively target eco-friendly consumer markets, Comet's marketers will need to promote efficacious marketing strategies. The target market and the two marketing strategies will be further analysed in this report as step two of producing a successful marketing plan for Comet.

II. TARGET MARKET ANALYSIS

The marketing plan includes the target analysis market, which helps to discover the needs and wants of consumers, and business groups (Clow & Baack 2005). According to Clow and Baack (2005), once the target market is selected, promotional appeals can be developed and it will grab consumers' attention. This is to help Comet's marketers identify what type of customer are most likely to buy the product and to target the right customers for Comet's nightstand (Comet 2020).

III. MARKET SEGMENTATION

Market segmentation is a strategy that will help companies by marketing to particular groups and success at meeting consumers' needs. Market segmentation refers to accumulating potential buyers in groups or sectors with shared needs and respond similarly to a marketing action (Dutta 2020). It allows companies to target various categories of consumers who view prices of products and services in a manner different from one another. For example, the marketers split the market into smaller divisions that are based upon gender

and this helps portray that both men and woman have diverse interests and choices. Therefore, the need for separation is important.

Income plays a crucial factor in market segmentation and marketers divide the consumers in small sections depending on their income. The individuals are categorised into three categories according to what they earn every month. The three categories include; low, mid and high income. So, for high income earners, there are stores and companies that will cater to them and they would have a diverse range of products, compared to stores that aim to cater for low income earners.

Psychographic segmentation

This type of market segmentation relies on an individual's lifestyle. A person's interest and value will assist the marketers to categorise them into small groups. This is determined by an individual's personality, interests, social class, habits and opinions. For example, a consumer who is very active with activities such as painting, reading and craft making would most likely be more interested in paint brushes, books and craft ideas, rather than someone who spends their time outdoors doing outdoor activities such as soccer, camping and swimming. Within marketing, most of this information is obtained through surveys. Therefore, this can give a company a much clearer and better picture of a consumer's lifestyle and their interests and this helps them to target their consumers' specific needs properly.

Behaviouristic Segmentation

Marketers gain quite an insight when using behaviouristic segmentation. The reason behind this is that they can determine the loyalties of customers towards a certain product or brand. This also determines purchasing pattern, loyalty status, usage rate, frequency of purchase and attitudes towards the product (Varey & Lewis 2000). Marketing professionals are steadfast and using

behavioural separation is one of the most effective ways to construct market segments.

Geographic Segmentation

Geographic segmentation assists companies and allows them to cater to people living in certain locations. This is quite a crucial factor as a customer's needs will most likely differ depending on where they live and this is particularly important when urban and rural areas are put into comparison.

IV. MASS MARKETING

Mass marketing allows Comet's marketers to promote brand awareness in the Australian marketplace, during their main stage of promotion. According to Sharp (2017), mass marketing is a stage in which firms mass produce, distribute and promote their single product to all buyers. Conversely, it requires a lot of resources to satisfy customer demand and also has the disadvantages of serving inefficient and can lead to a firm's loss in market share. Although, mass customised products offers benefits in optimising performance outcomes and improves the aesthetic appeal by matching the products' symbolic meanings with consumers' expressive desires (Hunt, Radford & Evans 2013).

Furthermore, firms deliberately choose to focus upon a feature that is more acceptable or common to a wide range of buyers. For example, Henry Ford produced the Model-T Ford in only the colour black for the mass and it was prominent in being freely available and affordable (Traff 2017). This has also created large potential for the Ford Motor Company as they have used cost advantage over other competitors in the automobile industry. Hence, using mass marketing can generate more customers by appealing to the entire market rather than one targeted group. However, over time,

'consumers' tastes and preferences [start] varying widely forming various homogeneous clusters differing from each other' (Kazmi 2007, p. 87).

V. BRIEF OVERVIEW OF COMET'S NIGHTSTAND

Comet Home announced the release of their new nightstand on August 1st 2020 via Indiegogo (New comet smart nightstand solves your bedside frustrations 2020).

The key features of the Comet's nightstand includes; smart home, the power to control curtains, lights, home temperature, and other smart home devices with Comet's touch panel, wireless charging, the entire surface of Comet acts as a Qi wireless charging-enabled top, allowing consumers to simply plop down their devices at night and awake to recharged phones, smartwatches and other devices, built-in, internal cooler that holds all drinks and beauty products, ambient lighting, triple axis motion sensors along the bottom lining of Comet's Nightstand trigger ambient lighting to guide their way at night and Bluetooth speakers, and lastly, high-grade, aluminium-construction speakers connect effortlessly to devices to stream consumer's favourite music (Comet smart nightstand 2020).

With all these features built into one product, consumers can finally untangle themselves from the cables that entwine from their bedside like climbing weeds with the new Comet's nightstand (Alexander 2020).

VI. CHOSEN MARKETING STRATEGY

From the marketing strategies explained above and following the theory, the chosen marketing strategy that is best suited and fits the most for Comet's smart nightstand is mass marketing (Comet 2020). The reason for this decision is highly influenced by Comet being a product that will suit everyone in the Australian marketplace. Mass marketing has the ability to suit everyone this

way, and reach consumers that use a lot of technology and people who do not have much experience with technology (Peter & Olson 2010).

Mass marketing will also help promote Comet's nightstand to many people across Australia and 60% of the Australian population are active social media users (Comet 2020). For example, Facebook has created a new audience-insight feature that allows marketers to properly understand their consumers' preferences (Adams 2020). Overall, rather than using market segmentation to target one particular group of consumers and thoroughly limits opportunity for the nightstand, mass marketing will help target a lot more consumers in the Australian marketplace and gain a lot more market share (Comet 2020).

VII. MASS MARKETING FOR COMET'S NIGHTSTAND

Mass marketing is a strategy that targets selling to a whole or bigger market. It is vital to have a marketing strategy for Comet's smart nightstand, as it will help generate more customers by appealing to the entire market, rather than one targeting group (Comet 2020). Comet's smart nightstand will be mass-produced and distributed, and it will allow comets marketers to promote brand awareness in the Australian marketplace (Comet 2020).

The Comet's smart nightstand is an efficient and effective product (Comet 2020). It consists of a mini-fridge, bedside table and a coffee table all-in-one, and it can glow at nighttime. The surface of the smart nightstand acts as a wireless charge and wireless outlet that people all over the world can use and buy (Comet 2020). The online website for the product supports increased access for customers. One of the most attention-grabbing features of Comet's smart nightstand is that it has an internal built-in cooler, which allows consumers to store food and drinks (Comet 2020). According to Sharp (2017), neither of the two marketing strategies; target segmentation nor mass marketing are superior and the strategy that benefits Comet is dependent on

the condition at the time. Therefore, in order to achieve a high sales target, Comet must appeal to the entire Australian marketplace and all buyers.

VIII. CONCLUSION

In conclusion, it is without a doubt that this report has comprised the second step of a successful marketing plan for Comet's Smart Nightstand, relating to the target market analysis, market segmentation and mass marketing (Comet 2020). In particular, the target market analysis allows Comet's marketers to first discover consumers' needs, expectations and wants, and then position the nightstand to target more customers, market segmentation, which aims to target a smaller division of consumers and direct their loyalty towards Comet's brand and nightstand and ultimately, mass marketing, which enables Comet's marketers to achieve a high sales' target by satisfying customer demand and appealing to the entire Australian marketplace as a whole.

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