

Spot the Target Market



A business creates a marketing mix for their product or service based on the 7 P's. They will adjust these P's based on their target market - e.g. the group of customers that they feel are most likely to buy their product or service e.g. parents of young kids, rich people interested in luxury cars, budget-conscious young adults...

Based on the examples shown for each product/service, suggest what the target market is for each brand, and justify it based on one of the P's:

Product/service, Pricing, Promotion, People, Packaging, Process, and Place.

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