Target Market Segment

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My Business is a Micro Funding Company with the aim of providing financial safety of individuals through savings and loan provisions.

The primary target market segment is one that will readily purchase our services (Wedel & Kamakura, 2012). It comprises of individuals and small business owners as they are attracted to the less stringent terms and conditions of borrowing in a Micro-funding company. My company will embark on giving extended periods for repayment and smaller interest rates margins than banking institutions which will be appreciated by this target group. Secondly, this population is characterized by small/few income streams. Therefore, the Micro-funding strategy for providing small-scale saving programs with lesser minimum deposits than ordinary banks will readily attract them. Thirdly, my business is a small-scale type of funding institution; there may not be enough resources to fund large projects. Therefore, it makes sense to target a population that may not require vast amounts of funds.

The secondary target market segments are those customers that the business would like to target in the future and often influenced by the primary target market segment (Wedel & Kamakura, 2012). For this business, the secondary target market segment consist of medium-sized businesses and large-sized institutions. Firstly, my Micro-funding company is small but with high growth potential, foregoing this clientele for the future gives room for growth to be able to meet their needs. Secondly, the small-scale businesses the company will support will mushroom to become the mid-sized and large enterprises I hope to target in the future. It therefore is necessary to focus on services to aid their growth while adjusting to the growth patterns of member businesses. Lastly, medium and large-sized institutions are secondary buyers that may not readily purchase services as they rely on referrals and business reputation of other companies. Having them as secondary targets will also give room to establish resources and strategies to increase competitive power to attract and retain their loyalty in the long-run.

# Reference

Wedel, M., & Kamakura, W. A. (2012). *Market Segmentation: Conceptual and methodological foundations* (Vol. 8). Springer.