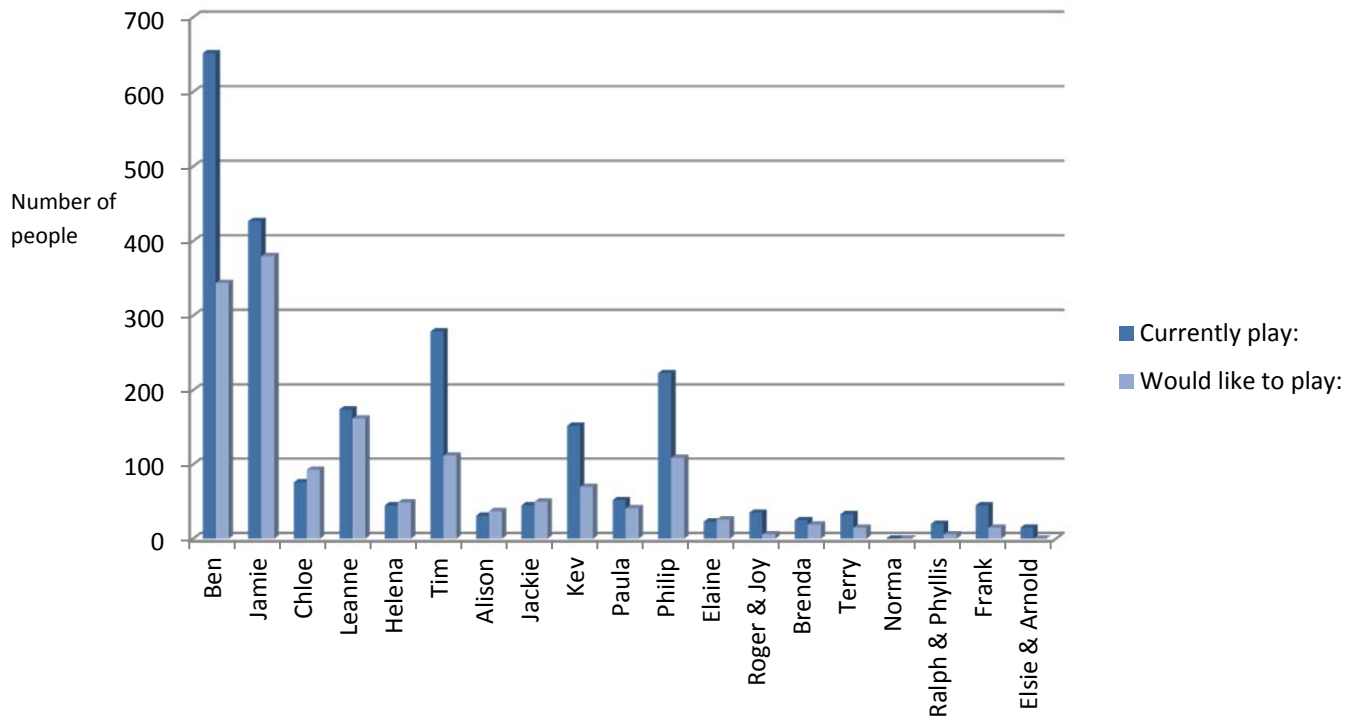
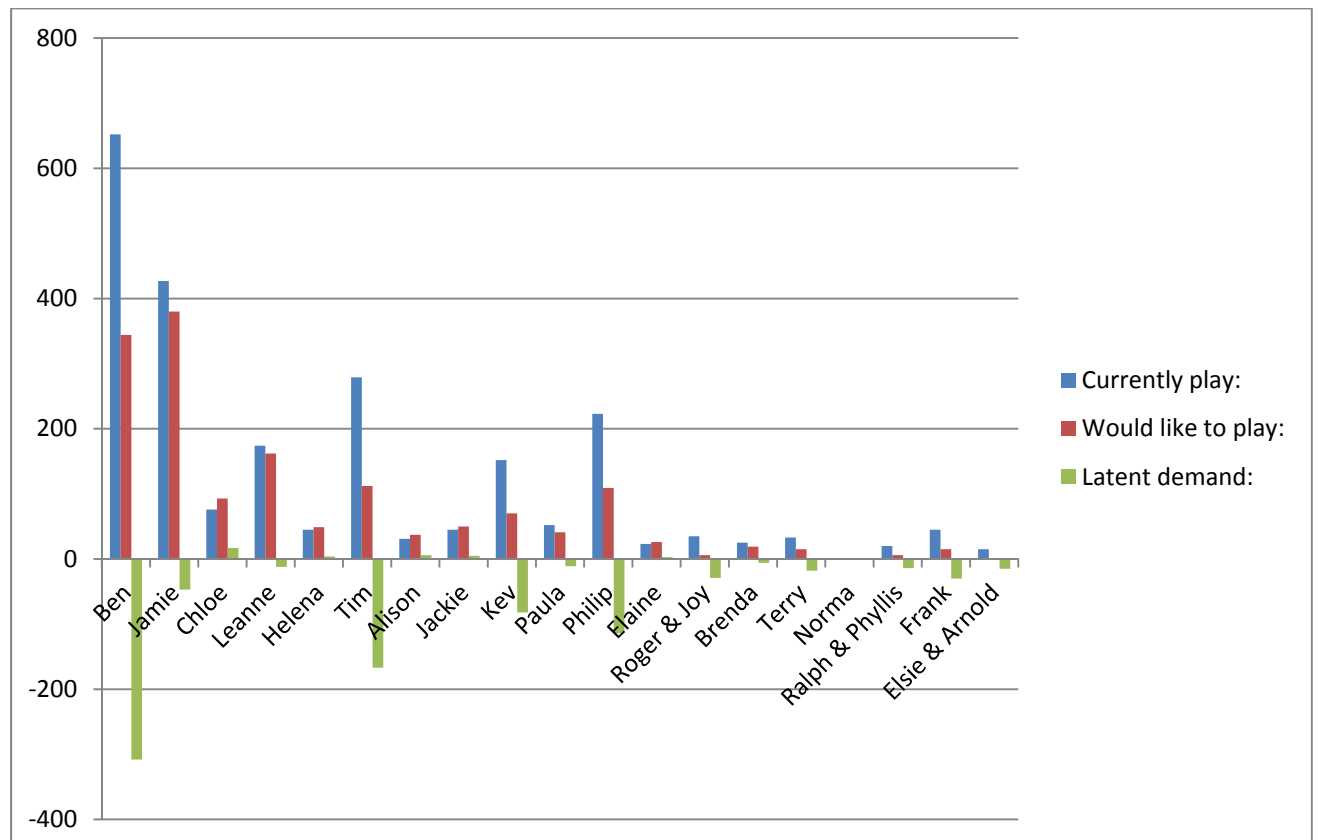


Market Segmentation and Latent Demand – Basketball

Currently play or would like to play:



Latent demand:



There is an extremely low latent demand for basketball.

The only area where there would be a slight demand is demonstrated in only Chloe who is predominantly located in the Truro and St Agnes areas and rural North Cornwall near Bude. This demand is from young professional females (18-25) who enjoy sports competition and would be open to joining a club and receiving coaching. Their main motivation to take part in sport is because they enjoy it and want to keep fit as well as the social aspect.

How to communicate to Chloe?

Chloe is aged between 18 and 25 and a graduate professional. She is likely to be open to club membership as well as receiving instruction and participating in competitions. Her main reasons for participating are to keep fit, enjoy the activity, socialise and lose weight. Admission charges are cited as a barrier to participation.

Chloe is one of the harder segments to market to on a local level. She is an internet user, but will not generally pay attention to local media. The best method of communication may be through advertising in gyms and workplaces. Chloe may also be receptive to internet marketing.