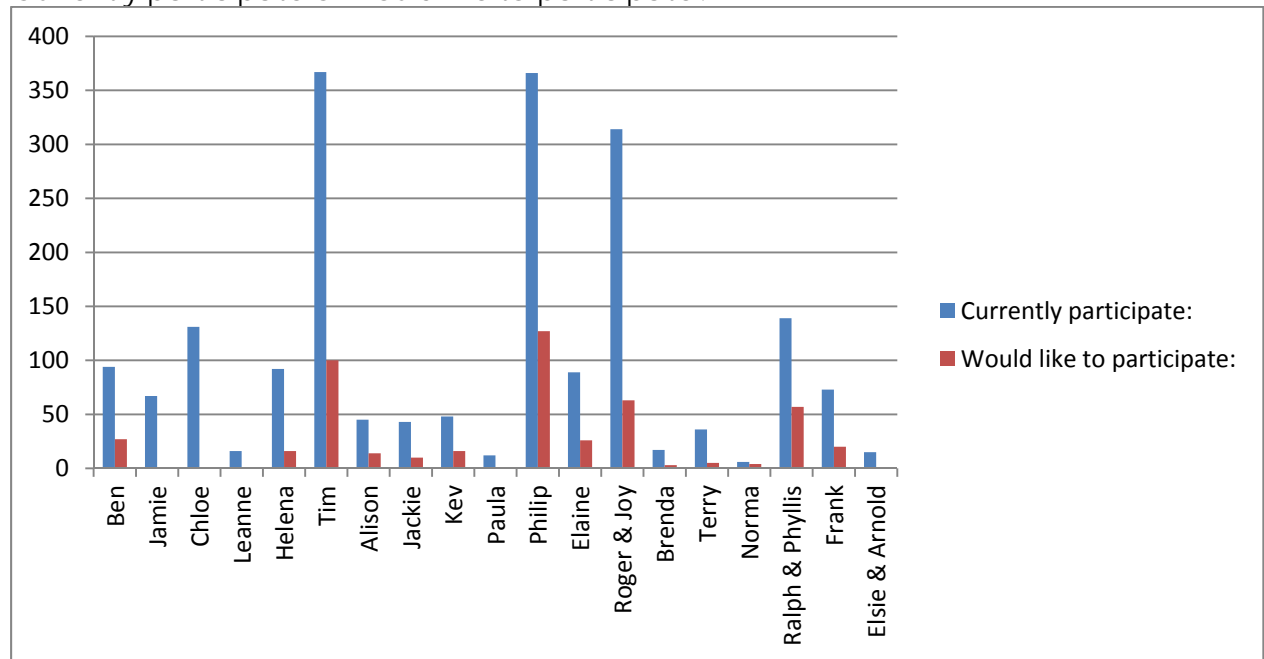
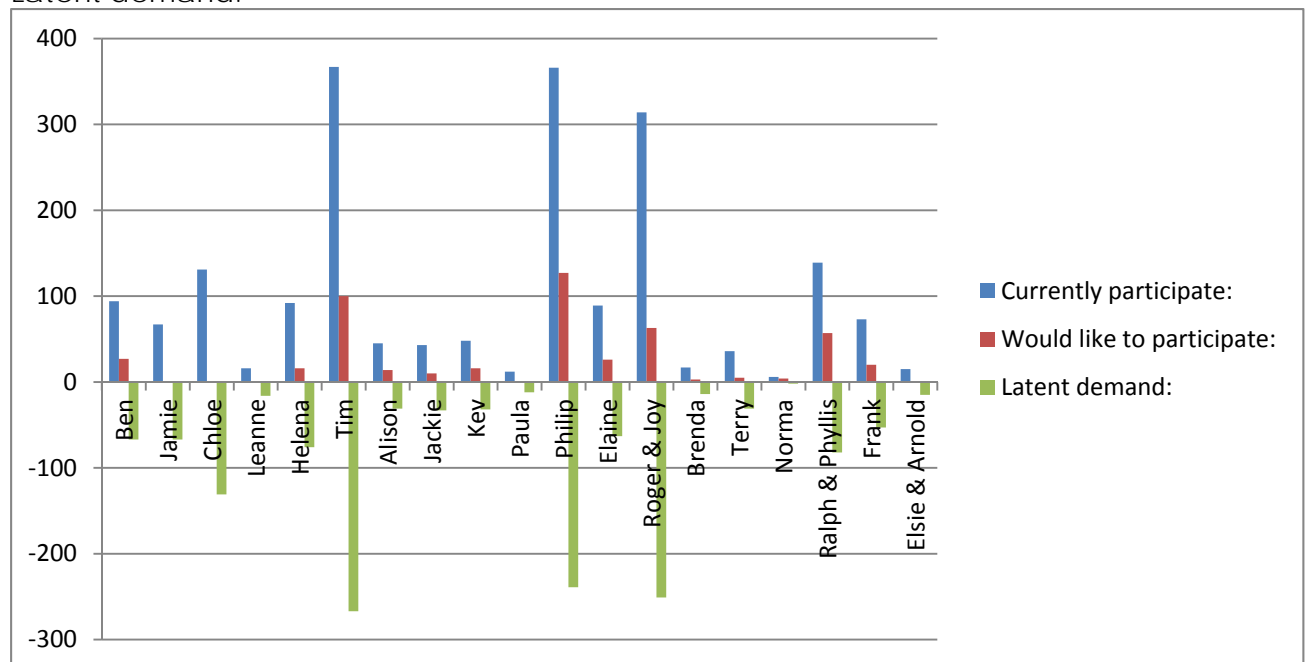


Market Segmentation and Latent Demand – Sailing

Currently participate or would like to participate?



Latent demand:



There is no latent demand for sailing (this would be shown in positive numbers in green). The numbers that currently participate far outweigh the numbers that would like to participate.

The graph shows that Tim, Philip, Roger & Joy and Ralph & Phyllis express an interest in participating.

The key target areas for Tim, Philip, Roger & Joy and Ralph & Phyllis are: Bude and surrounding area, Wendron, Saltash, Launceston, Callington, Rame Peninsula, Newlyn, Carnon Downs, Budock and St Austell.

How to communicate to Tim, Philip, Roger & Joy and Ralph & Phyllis?

Tim and Philip both respond well to internet marketing, including informative advertisements and advertising that is written into articles. Roger & Joy and Ralph & Phyllis can be communicated to using local papers or post. They also both respond to discount vouchers or free trails.