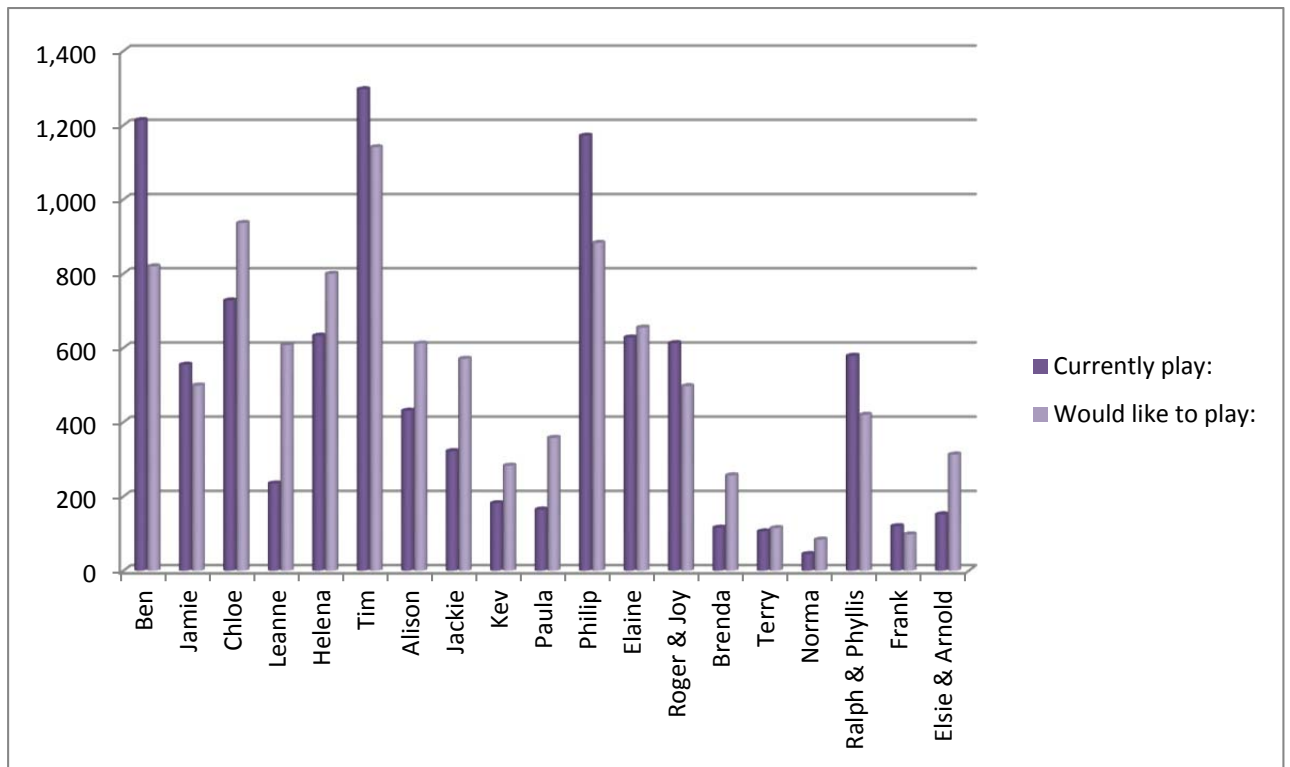
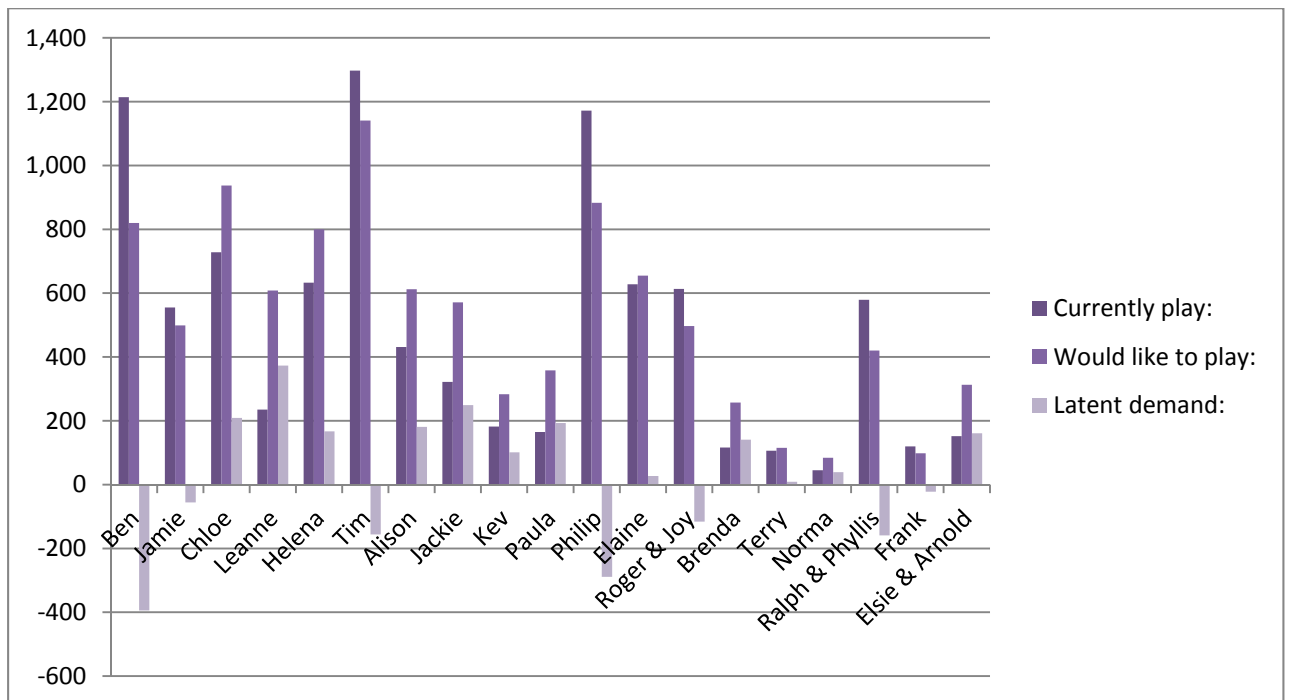


Market Segmentation and Latent Demand - Tennis

Currently play or would like to play:



Latent demand:



The numbers of people that currently play tennis are high, the latent demand is also high (shown as positives numbers in light purple) and is demonstrated in Leanne, Jackie, Chloe, Paula, Alison, Helena and Elsie & Arnold.

The key target areas for Leanne, Jackie, Chloe, Paula, Alison, Helena and Elsie & Arnold would be: Falmouth, Newquay, Truro, St Agnes, Redruth and Helston.

How to communicate with Leanne, Jackie, Chloe, Paula, Alison, Helena and Elsie & Arnold?

The target area for Tennis is extremely wide covering almost all female adults and retired men over 66.

To target such a wide demographic area different methods of communication would have to be used. Leanne and Paula are likely to respond to advertising in shopping centres and on public transport. Chloe and Helena are generally responsive to internet marketing. Alison and Helena are receptive to national newspaper advertising campaigns, though this may not be a practical way of marketing on a local level. Alison may respond to adverts through her children's school or in the local supermarket, this would also apply to Paula and Jackie. Elsie and Arnold are best communicated to via local newspapers or posters in their retirement home.