

Case study: An Identifying Market Segment and Target of Bakery Shop of Noras Delight Cake House and Bakery in Perak

*Miss Solehah Binti Ridzuan

Faculty of Business and Information Technology, University Sultan Azlan Shah, Kuala Kangsar, Perak.
Corresponding Author: *Miss Solehah Binti Ridzuan

ABSTRACT: Bakery shop is food shop which is expanding in Malaysia and one of it is from Negeri Perak is one of the many bakery shop locations. However there is not much to research all bakery shop in Perak. Effects from variation bakery shop to customer from after rice which is the basic food of Asian. Most customer bought food from bakery just only for side dishes. Usually, bakery food also one of important food daily for save time to be served. Besides that, customer also need especially bread to their breakfast. So, bakery shop should be deserve and more bread sale.

Keywords: customer need, age segment, influence lifestyle, living standard, environment market.

Date of Submission: 14-11-2017

Date of acceptance: 28-11-2017

I. INTRODUCTION

Today's lifestyle changes with the influence various cultures of various races in Malaysia have approach especially in the nutrition routine, which is now unlimited if it can benefit their daily working routine. The way Malaysian food now received from any of the country's basic foodstuffs such as European food, Arabian food, and Asian foods. Therefore, it is not a big problem for marketing or sales from any bakery shop to attract customers to purchase various food served for sale. Because, the bakery shop really helps customers when they want to do a ceremony, such as weddings, opening ceremonies, gratitude, and birthday parties. Customers often visit the bakery shop to various foods such as biscuits as a simple way to save time making dishes to guest or for themselves. Actually, the food from any bakery shop is a basic food for European resident's which already commercialized to Malaysian flavour for long time ago.

II. OBJECTIVE OF THE STUDY

- 1) To identify marketing segment of products.
- 2) To know the product can valid to Malaysian customer or not.
- 3) To identify what type customer need from bakery foods.
- 4) To identify what target customer are available from location market.

III. CASE STUDY METHODOLOGY

This case study was conducted from analysis from differentiation of bakery shop. The differentiations were prepared among five bakery shop from the state of Kuala Kangsar. Random sampling method is used by nearest are valid place to market bakery foods.

IV. OVERALL AN IDENTIFYING MARKET SEGMENT AND TARGETS.

Market segment and target is strategies for any organizations to be able to satisfy every customer. Company need to understand of how this segment behaves operates. An approach known as target marketing is gaining where companies identify the market segments and then focus in developing products and marketing program. In any business Operation Company must perform to produce product in maximum quantities to serve customers. Noras bakery shop must run their business by using segment marketing depend on what type can make the business developing. In target market must exploring where customers are willing find and purchase product event have barriers are high and market has growth potential. Noras bakery shop better know and understand local customer needs and want of individual. This is because, they have two different bakery shop location. First at Taman Kuala Kangsar and station MRT Sungai Buluh. Their serve good for kids, casual, and groups.

There are various factors, which affect segmentation in a customer market. Geographic is one such factors, where a country from base on region, city, urban, rural, and climate. Demographical market is segmented on the basis of age, family size, gender, household income, life stage, occupation, education, religion, race generation, and social class. Furthermore, segmentation and target can be one on the basis of

lifestyle and personality traits. Besides that, also can identifying on the basis of attitude, belief and product awareness,, perception of products, and usage pattern.

In identifying from various segmentation factors, Noras cake house and delight should finalize target market in which it wants to operate for make sure customer log on the shop to purchase any option available. The process segmentation target market is:

- Depend on what customer needs from product and service.
- Identifying what lifestyle and usage pattern to help the definition of market segment.
- Identifying of the market growth potential, competition and other factors.
- Identifying with explore different positioning and marketing strategies to full potential in market.

Once market segment and submarkets are established, analyse which segment would best to pursue. Combined target market and further evaluate the competitive in each market. Study to understand the current competitive positions for each other nearest bakery shop in the marketplace, and identify areas your shop can provide a competitive advantage.

V. CONCLUSION

As a bakery shop must up to date n marketing segment needs to achieve differentiation in the markets serve in new position. Reminding, maintain conduct as a leader bakery shop and revenue in any market requires diligence and ability to listen and respond to current and potential customers for increase to long-term run the business.

ACKNOWLEDGEMENTS

The authors thanked the lectures and friends from making this case study of marketing management for idea supporting and guide from start till final submission.

REFERENCES

Website:

- [1]. Facebook, Noras Delight cake House cafe & bakery, 2013, <http://m.facebook.com>
- [2]. MSG presentations, 2017, Management Study Guide Privacy Policy, Target market, <http://managementstudyguide.com>.
- [3]. Jesse Hopps, Demand Metric, Target Market and segmentation, Segmentation and Positioning, <http://blog.demanmetric.com>.

International Journal of Business and Management Invention (IJBMI) is UGC approved Journal with Sl. No. 4485, Journal no. 46889.

*Miss Solehah Binti Ridzuan. "Case study: An Identifying Market Segment and Target of Bakery Shop of Noras Delight Cake House and Bakery in Perak." International Journal of Business and Management Invention (IJBMI) , vol. 06, no. 12, 2017, pp. 65-66.