**NAME(S):………………………………………………………………………………………**

1. **segmenting the fast food market**

***The main purpose of segmenting any market is to identify different consumer needs in order to construct an appropriate marketing mix.***

**ACTIVITY/TASK**

For this activity, let's assume that six different market segments have benefit identified in the fast-food market, as highlighted in the list below.

1. **Family treat**

The first market segment essentially looks at fast food as a “reward” for good behavior or as

a special treat for the family.

1. **I like it**

This consumer segment will consume fast food primarily for the taste of it – that is, they simply enjoy it.

1. **Nice and easy**

This consumer group views fast food as an easy option for food. These consumers are not overlyattracted to fast food but are not always in the mood to cook.

1. **Pressed for time**

This market segment is quite time-poor. Their preference is NOT to consume fast food, but it may be a necessity for them at times.

1. **Real meal**

This segment of consumers is seeking the convenience benefits of fast food, but they are looking for a relatively healthy food option as well.

1. **Meeting place**

The final market segment in this example is not interested in the food to much extent, instead they are attracted by the location and facilities of the fast-food outlet and use the venue as a meeting place.

**QUESTIONS**

1. Review the above market segments. Which ones do you think would be the more attractive segments for a fast-food chain (that is, the better target markets)?
2. Having selected your preferred target markets in Question One, outline how a fast- food chain could configure its marketing mix to meet the needs of these consumer groups.
3. Would it be possible for a fast-food chain to structure their marketing mix in such a way that they could meet the needs of ALL six market segments? If yes, how could they do this?
4. Do you know of any fast-food chains that appear to target ONE market segment only?