
Target Market and Segmentation Criteria

The target market for the product is based on market segmentation. To identify the target market, the company focuses on determining what groups of consumers share a common need for the product as well as what groups will respond similarly to its marketing. “This enables an organization to focus specific marketing programs on its target market segments” (University of Phoenix, 2017). The marketing objective is determined by the product’s points of difference; long term comfort and push-button rise-to-leaning-position capabilities. The company’s target market for this product are office buildings and other atmospheres that require extended seating times such as conference halls, design studios, meeting facilities, etc. The segmentation criteria used to identify the target market includes lifestyle, usage level, geographic area and benefits sought. Our aim is to target cities with numerous and large business facilities such as Los Angeles with more than thirty employees. To cover the exorbitant cost of production, marketing will need to target organizations with deeper pockets.