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M.M.Lafleur: Market Segmentation and Targeting

Introduction

M.M.LaFleur has taken the concept of professional women's clothing in the corporate world a step further, providing women with stylish, practical and very well made work wear. Market segmentation and targeting have been identified as major strategic initiatives that distinguish the brand.

Target Clientele

M.M.LaFleur's target client base consists of business women aged between 30-50 years who are busy, classy and willing to spend on quality clothes. These women are professionals who do not have much time to go around shopping for clothes, and thus appreciate a brand that offers a direct-to-consumer experience, and preselected wardrobe options. In this way, the brand successfully responds to a specific market in the sphere of the fashion industry.

Strategic Market

M.M.LaFleur uses psychographic and behavioral approaches in segmenting its clients in order to know the right customers to target. It posits itself on aspects like house of career, life mode, shopping mode, etc. Such segmentation makes it easier to create marketing messages that appeal to customers and exert influence, thereby encouraging repeated business.

Conclusion

Market growth segmentation and market targeting strategies adopted by the M.M.LaFleur have made it a leading company in the professional women's fashion.

Using this approach the company is able to further establish itself with the targeted audience thus securing the avenue for a solid growth in the future.

Resource

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