Marketing Assignment

Name of Student

Name of Institution

# Start of business

We hope to start a grocery store that will cater to the needs of the masses. This decision has compelled us to see the websites of Walmart, Carrefour, and Aldi.

## Answer 1

Walmart serves customers on the basis of geographic regions and density. The customers may be domestic or international or they may come from rural or urban areas in terms of density (Dudovskiy, 2016). Carrefour also segments the market on a geographical basis as it has 9771 stores worldwide. The company is trying to expand in the Middle East and South America. Another aspect of segmentation is demography which seeks to target those customers who want to take discounts (Bell, Poto, Wilson, Braquilanges, & Rooney). As far as Aldi is concerned, price-conscious people from the main segment for the company. Products are provided on the average at 30% lower prices as compared to Walmart (Bhasin, 2019). We will target the middle-income population that seeks discounts with no fringe benefits.

## Answer 2

The customers catered by these companies do have similarities and differences. These companies base their campaigns on prices. All these stores come up with campaigns that drop the prices lower especially as the end of the month approaches. However, Walmart is segmenting the markets on the basis of the urban and rural population. Aldi is the company that has not shown any intent to expand across the geographical boundaries. Walmart is using different types of stores to cater to customers in different vicinities (Colla, 2002). These stores offer a varying number of products as per the target customer’s requirements.

## Answer 3

Our business will be smaller as compared to all the companies discussed. Thus, we will follow the bigger players in terms of strategies. We will segment the market on the basis of income and our major target will be the middle-income group who will seek discounts and lower prices.

# References

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Dudovskiy, J. (2016, April 2). *https://research-methodology.net/walmart-segmentation-targeting-and-positioning/.* Retrieved from https://research-methodology.net: https://research-methodology.net/walmart-segmentation-targeting-and-positioning/