

CASE STUDY: SEGMENTATION RESEARCH

BACKGROUND & OBJECTIVES

Major Fine China Dinnerware Firm

Faced with flat to declining sales trends

OBJECTIVE: understand the formal versus casual dinnerware market in order to develop market and product strategies



RECOMMENDATIONS & RESULTS

Identified fine china usage and purchasing barriers

Recommended communication strategy to encourage greater use of fine china

Identified key targets and strategies for both formal and casual dinnerware

Firm introduced new casual dinnerware line based on identified need states, design and product requirements

Identified cross-purchasing and marketing relationship opportunities

METHODOLOGY

Conducted qualitative research and synthesis of prior research as input to research design and questionnaire

Online quantitative survey

Information collected: category usage, attribute importance, brand attributes, purchasing behavior, bridal registration, channels, need states and demographics

Segmentation developed based on attitudes and need states

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