



ANALIZA TRŽIŠTA I POTROŠAČA

Sunčica Rogić
suncica.rogic@hotmail.com

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ANALIZA TRŽIŠTA

- Kvantitativna i kvalitativna procjena tržišta
- Volume + Value
- Segmenti potrošača
- Ciljno tržište
- Konkurencija
- Ekonomsko okruženje – regulativa i barijere



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ANALIZA TRŽIŠTA

PROCJENA VELIČINE I RASTA TRŽIŠTA



VELIČINA

Lokalna domaćinstva
(okviran broj)

RAST

Da li se broj domaćinstava povećava ili smanjuje?

Da li je riječ o gradskim ili seoskim domaćinstvima?

Koliko ljudi će biti spremno da kupi vaše posuđe sada, za 3 i 5 godina?

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ANALIZA TRŽIŠTA

- Šta je to što definiše tržište na koje želite da uđete?
- Koje firme sada postoje na tom tržištu?
- Da li su one uspješne?
- Da li postoje druge firme koje opslužuju to tržište sa sličnim proizvodima?
- Da li su te druge firme uspješne?
- Koji udio tržišta one pokrivaju?
- Koja je veličina vašeg tržišta? Da li je to rastuće tržište?
- Da li je ta grana industrije stabilna, promjenljiva, rastuća ili na vrhuncu?
- Kako možete doći do tog tržišta?

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ANALIZA TRŽIŠTA

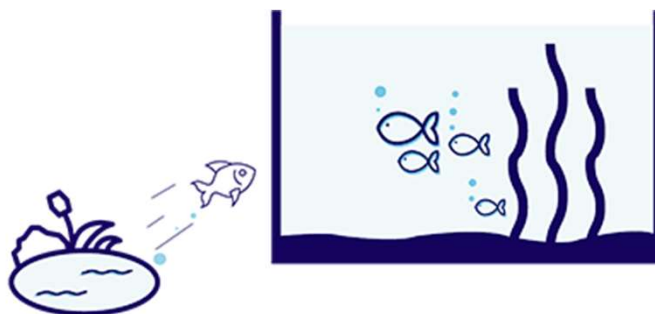
- Kako vaša konkurencija dolazi do tržišta?
- Kakvi su biznis modeli vaše konkurencije?
- Šta kupci očekuju od vrste proizvoda/usluge koju vi nudite?
- Koje ključne kompetencije posjedujete za ponudu tih proizvoda/usluga?
- Koliko su kupci spremni da plate za ovaj tip proizvoda/usluge?
- Koja je vaša prednost u odnosu na konkurenciju?
- Kakvi su uslovi plaćanja?
- Postoji li carina kao barijera uvoza sirovina?
- Ko su dobavljači?

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BARIJERE ZA ULAZAK

- Značajna investiciona ulaganja
- Tehnologija
- Nepoznat brend
- Regulativa
- Pristup resursima
- Pristup kanalima distribucije
- Lokacija



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CILJNO TRŽIŠTE

- jednostavan pristup vašim proizvodima i uslugama, bez na to obzira da li je riječ o „stvarnoj” prodavnici ili web shopu.
- nepostojanje velikog broja proizvoda ili usluga koje je teško ili nemoguće razlikovati od vaših.
- spremnost kupaca da plate cijenu vaših proizvoda i usluga, tako da to i za vas bude profitabilno.



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ODABIR CILJNE GRUPE POTROŠAČA

- **Demografske karakteristike**
- **Geografska lokacija**
- **Opis domaćinstva** – broj članova, struktura
- **Psihografske karakteristike** – životni stil, hobi, omiljeni sport...
- **Ponašanje u kupovini** – važni faktori za donošenje odluka
- **Stavovi potrošača** – racionalni / emocionalni motivi



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Podaci za pojedinačne kupce

- Pol
- Godine
- Zanimanje
- Nivo obrazovanja
- Mjesečni prihod
- Bračni status
- Geografska lokacija



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Podaci za pojedinačne kupce

- Konzervativni
- Liberalni
- Konformisti
- Ekološki osviješćeni
- Društveni aktivisti
- Društveno uticajni
- Tragaoci za zabavom
- Inovatori
- Pratioci trendova
- Modno osviješćeni
- Porodično orijentisani



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Podaci za pojedinačne kupce

- Koliko članova domaćinstva u prosjeku imaju vaši kupci?
- U kojim hobijima i aktivnostima vaša ciljna grupa uživa?
- Koji tip zabave oni preferiraju (bioskope, utakmice, pozorište, klabinig, itd.)
- Kako još oni provode svoje slobodno vrijeme?

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Podaci za pojedinačne kupce

Veoma važno Osrednje važno Nevažno

Cijena
 Kvalitet proizvoda/usluge
 Prepoznavanje imena brenda
 Odnos prema kupcima
 Širok spektar proizvoda/usluga
 Prijateljski nastrojeno osoblje
 Popusti i rasprodaje
 Privlačnost ambalaže
 Blizina i dostupnost prodavnice
 Izgled prodavnice
 Dostupnost željenih proizvoda/usluga
 Garancija i servis
 Tehnička podrška



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PROFIL KUPCA

Opis idealnog kupca, koji olakšava pronalaženje proizvoda i usluga iz ponude koji su im prilagođeni – uz efikasan marketing.



The URBAN CAKE SHOP Wedding Customer Profile

Name: Becky

Age: 32

Description: A young professional, looking for a wedding cake guests will remember

Motivated by: Unique flavors & designs, attentive customer service that makes wedding planning easier

Preferred Marketing Channels: Email, Facebook, Pinterest

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PROFIL KUPCA – urban cake shop

	Morning Commuters	Seasonal Celebrators	One-time Weddings
Description	Come often, spend little. Our most common customer stops in for a quick coffee and pastry in the morning.	Middle-aged matriarchs catering their celebrations. A smaller segment, but our biggest source of revenue.	Though only a tiny portion of our customers, newlyweds-to-be make up 15% of our revenue.
Age range	25 - 45	35 - 55	26 - 38
What's most important to them?	Fast service and fresh food/coffee	Unique seasonal treats that make celebrations special	Unique flavors, attentive service, delivery option
How to market to them?	Use sidewalk promotions to draw them in. Loyalty rewards and email coupons will bring them back.	Email marketing with seasonal/holiday promotions. Also, show off latest creations on Instagram.	Use targeted Facebook ads to draw them in. Continue promoting with wedding, newsletter, & Instagram/Pinterest posts.
Preferred channels?	Email, Loyalty App	Email, Instagram, Facebook, Direct Mail	Email, Facebook, Pinterest

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PROFIL KUPCA – coffee shop



Sarah Student

"I need to be able to go somewhere to relax, re-focus, and get inspired without breaking the bank."

A DAY IN THE LIFE OF SARAH

- Early mornings, late nights describes her daily routines, so she lives on coffee
- She goes to school all day, studies at nights and works freelance jobs
- She has a cat that keeps her grounded with a sense of responsibility
- She's a carefree college student
- Her house is never in order, her fridge is empty and she's always buried in a book or her laptop
- She takes the train and Ubers everywhere

Coffee Shop Marketing Persona

BACKGROUND

- 20 years old
- Single
- Lives in San Francisco, CA
- Full-Time Interior Design Student, Part Time Worker

FINANCES

- Household income of \$30,000
- She's super conscious about what she spends her money on
- Prefers to use her credit / debit cards

ONLINE BEHAVIORS

- Facebook is her life-line
- Active on Twitter, Instagram, and Pinterest
- Looks for coupons and good deals on cool, new experiences or restaurants

WHAT SHE'S LOOKING FOR

- A place to **de-compress** after a hectic week
- A quiet place to study where she's not distracted by her messy room
- A good deal to make her feel better about purchases
- A sense of stability in her chaotic world
- Cool, new experiences or adventures

WHAT INFLUENCES HER

- Her friends and colleagues
- Magazines, blogs, articles, and design publications

BRAND AFFINITIES

- Starbucks, H&M, Forever21, American Eagle, Target

HOPES & DREAMS

- Become a reputable interior designer
- Travel the world
- Have the flexibility to be able to pick up and go as she pleases
- Not have to worry about finances

WORRIES & FEARS

- Not being able to pay her bills
- Getting stuck somewhere and not being able to travel
- Not having enough time with her cat
- Not being able to pay back her school debt

MAKE HER LIFE EASIER

- Funky atmosphere that's inviting and relaxing
- Deals and coupons
- Provide a job-board inside the coffee shop for freelance jobs
- Cozy seating with plenty of charging stations
- Order drinks to-go online or through an app
- Social media engagement incentives for discounts

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PROFIL KUPCA – SUV automobil

Kyle Fisher - Potential Drake Motors Small SUV Buyer

Personal Profile

Kyle is a 42-year-old and owner of a late model Ford Escape.

He's an active father of two, still plays team sports and is always connected to friends and family through the **internet** and his **mobile phone**.

Kyle is looking for a vehicle that offers outstanding fuel economy since he commutes approximately 90 miles round trip each day.

He's also considering the Ford Escape Hybrid, Toyota Highlander, the Honda CR-V and the Ford Flex.

He uses a variety of **review** and **third party print research** sites in addition to dealer **catalogs**.

Kyle's Product-Content Needs

- Information supporting fuel economy
- Photos and video that highlight vehicle's technology and styling features
- Guidance, education and reassurance that the brand can be trusted
- Competitive comparisons to his current vehicle
- Ability to gather and share information easily

Background

- 42-year-old caucasian male
- Father of two
- Plays drop in hockey 3 mornings a week
- Uses vehicle daily for commuting, picking up kids from sports, weekend coaching and vacations
- Drives long distances and puts 20,000 miles on vehicle every year

Attributes

- Upper Middle class
- Smartphone and laptop user
- Influenced by online reviews, heavy user of print
- iPod and Smartphone user
- Spends time reading in social media researching, but less time contributing

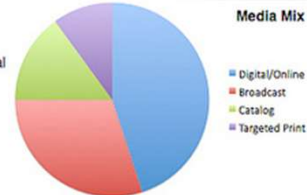


"I want a vehicle with outstanding fuel economy, smart features and enough space for me and my family."


From Existing Assets

- Running Footage
- Still Photography
- Build Your Own Material
- Catalog Images
- Longform video
- 'Other' Images

Media Mix



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VJEŽBA

1. KORISNIK STAMBENOG KREDITA DO 80.000 €
2. KORISNIK SERVISA donesi.com
3. CONVERSE CHUCK TAYLOR ALL STAR („starke“)
4. NIKE PEGASUS 35 patike

Grupe 1 i 2

Grupe 3 i 4

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Hvala na pažnji!

Sunčica Rogić
suncica.rogic@hotmail.com

konsultacije – četvrtak 10:30-11:30 / kabinet 414

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