



# ANALIZA TRŽIŠTA I POTROŠAČA

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1

## ANALIZA TRŽIŠTA

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



2

## 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?

3

## 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?

4

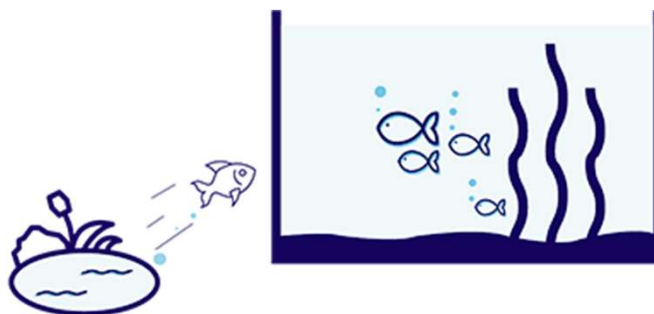
## ANALIZA TRŽIŠTA

- 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?

5



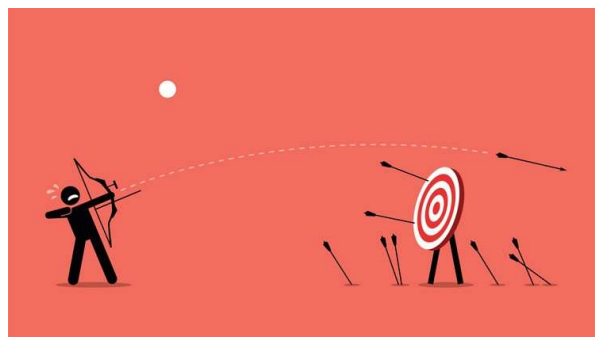
- Značajna investiciona ulaganja
- Tehnologija
- Nepoznat brend
- Regulativa
- Pristup resursima
- Pristup kanalima distribucije
- Lokacija



6

## 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.



7

## 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



8

## Podaci za pojedinačne kupce

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



9

## Podaci za pojedinačne kupce

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



10

## 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?

11

## 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



12

## 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

13

## PROFIL KUPCA – urban cake shop

	Morning Commuters	Seasonal Celebrators	One-time Weddings
<b>Description</b>	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.
<b>Age range</b>	25 - 45	35 - 55	26 - 38
<b>What's most important to them?</b>	Fast service and fresh food/coffee	Unique seasonal treats that make celebrations special	Unique flavors, attentive service, delivery option
<b>How to market to them?</b>	Use sidewalk promotions to draw them in. <b>Loyalty rewards</b> and email coupons will bring them back.	<b>Email marketing</b> with seasonal/holiday promotions. Also, show off latest creations on Instagram.	Use targeted <b>Facebook ads</b> to draw them in. Continue promoting with wedding, newsletter, & Instagram/Pinterest posts.
<b>Preferred channels?</b>	Email, Loyalty App	Email, Instagram, Facebook, Direct Mail	Email, Facebook, Pinterest

14



**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

15



**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

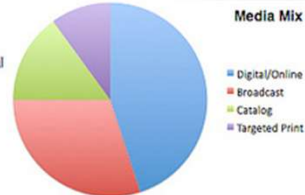


*"I want a vehicle with outstanding fuel economy, smart features and enough space for me and my family."*

**From Existing Assets**

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

**Media Mix**



16





## 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

17

A top-down photograph of a desk setup. A silver laptop is open on the left. To its right is a white coffee cup on a saucer with a spoon. Further right are several colorful highlighters and a blue pen. In the foreground, a hand with red nail polish and a gold bracelet is resting on a stack of papers. One of the papers has the text 'CHILD'S STORE' and some handwritten notes. The background is a dark desk surface.

**Hvala na pažnji!**

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

18