

The business that I will explore and use for your paper is xxxxxxxxxxxxxxxx
xx. While it seems to be active and with
numerous reviews please ensure that you check it locally out to confirm that it is actually
operational.

The paper will be guided by the grading rubric and the instruction provided and will be
outlined as follows:

1. A brief introduction around half a page outlining the definitions used and the
purpose of this paper
2. The first category will be an explanation how the business might segment the
market based on consumer/business demographic information, behaviors,
psychographics (attitudes, interests, and lifestyle), geography, and/or product or
service benefits. Most of the research has already been conducted with the
appropriate tools being available VALS and PRIZM for further segmentation.
This will be around 2 pages. The rest of the paper will be dependent on the data
obtained here.
3. Full description of target market; 1 page
4. A strategy for attracting a target audience to the business; 1 page
5. Strategy for building long-term relationships and strong customer loyalty through
use of Customer Relationship Management (CRM) programs, personal
communication/direct marketing, social media. Will be (6 Specific Strategies); 2
pages

6. Explanation of the goal(s) for each strategy including a discussion of the tactics that could be used to implement the strategies including and the justification for those strategies; 1 page
7. Three (3) potential methods of measuring customer satisfaction and loyalty including samples of the types of questions that might be explored; 1 page
8. Messages for attracting the target audience and then maintaining a strong, mutually-beneficial relationship; 1 page
9. Conclusion

These are the journal articles that you should check whether they are present in the library, I have used more than six to increase the chances of you finding them. If they change, I will inform you.

Dawar, N., & Frost, T. (1999). Competing with giants: Survival strategies for local companies in emerging markets. *Harvard business review*, 77, 119-132.

Karakaya, E., Nuur, C., & Hidalgo, A. (2016). Business model challenge: Lessons from a local solar company. *Renewable Energy*, 85, 1026-1035.

Chatterjee, S. (2013). Simple rules for designing business models. *California Management Review*, 55(2), 97-124.

Dewald, U., & Truffer, B. (2012). The local sources of market formation: explaining regional growth differentials in German photovoltaic markets. *European Planning Studies*, 20(3), 397-420.

Günzel, F., & Holm, A. B. (2013). One size does not fit all—understanding the front-end and back-end of business model innovation. *International Journal of Innovation Management*, 17(01), 1340002.

Boling, R., Burns, M., & Dick, G. (2014). Social networking and small business: an exploratory study. *Contemp. Readings L. & Soc. Just.*, 6, 122.

Papasolomou, I., Thrassou, A., Vrontis, D., & Sabova, M. (2014). Marketing public relations: A consumer-focused strategic perspective. *Journal of Customer Behaviour*, 13(1), 5-24.

Gluckman, R. L. (2013). A consumer approach to branded wines. *International Journal of Wine Marketing*.

Leroi-Werelds, S., Streukens, S., Brady, M. K., & Swinnen, G. (2014). Assessing the value of commonly used methods for measuring customer value: a multi-setting empirical study. *Journal of the Academy of Marketing Science*, 42(4), 430-451.

Picón, A., Castro, I., & Roldán, J. L. (2014). The relationship between satisfaction and loyalty: A mediator analysis. *Journal of Business Research*, 67(5), 746-751.

Bayraktar, E., Tatoglu, E., Turkyilmaz, A., Delen, D., & Zaim, S. (2012). Measuring the efficiency of customer satisfaction and loyalty for mobile phone brands with DEA. *Expert Systems with Applications*, 39(1), 99-106.

Jiang, L., Yang, Z., & Jun, M. (2013). Measuring consumer perceptions of online shopping convenience. *Journal of Service Management*, 24(2), 191-214.