The business that I will explore and use for your paper is xxxxxxxx xxxxxxxx xxxxxxxx xxxxxxxx. 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 changes of you finding them. If they change, I will inform you.


