Marketing Segmentation, Targeting, Positioning, and Analysis

Student’s Name

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**Market Analysis**

Market analysis is an integral part of a marketing plan to a business in having a deeper insight into the intended market (Sherman, n.d.). The intensity of competition and the level of market maturity lay a basis for strategy formulation and how a new business would thrive in a market. The long-term care industry in Raleigh NC is maturing attributable to the high number of players in the sector who have operated in the industry for centuries. Long-term care facilities have been in existence for an extended period in Raleigh. However, the population of the elderly is increasing in the region and thus, providing the new facility with an opportunity to take advantage of the industry.

A mature industry is characterized by intense competition, and thus, a new business is required to establish and implement strategies with an objective of adapting to the external forces and placing a business competitively over the competitors (Sherman, n.d.). The typical long-term care facilities and nursing homes concentrate on external marketing campaign through digital and traditional marketing channels. Therefore, the facilities fail to realize the importance of employees in enhancing their competitiveness in the industry. A focus on internal marketing would place Living Legacies at a competitive edge over the competitors in the industry. Internal marketing, in this case, focuses on employees as critical ingredients in effective marketing (Cooper & Cronin, 2000). Employees play a pivotal role in determining the success of a marketing campaign. They provide not only essential health care services to the clients but also play a crucial role in transmitting information concerning a facility to the public. The type of information passed by employees to the public depends on the employee’s level of satisfaction in working with a facility. Therefore, the new facility would focus on internal marketing through satisfied, trained, motivated and loyal employees to attract a significant market share in the maturing industry (Cooper & Cronin, 2000).

The U.S long-term care is projected to be approximately US $549 billion by the year 2024. (Moses, 2008) This is attributable to the increasing incidence of chronic disorders among the aging population in the US and unhealthy lifestyle. Further, the aging population (65 years and above) is on an increasing trend and is expected to increase from 40.2 million in the year 2010 to 88.5 million in the year 2050 (Moses, 2008). The growing long-term industry is an incentive to new entries in the market as evidenced by a high number of long-term care facilities in Raleigh.

**Environment Analysis**

**Political and Legal**

A long-term care facility is obliged to comply with a set of rules and regulations ("Long-Term Care Facilities", n.d.). Establishing a long-term care facility in Raleigh, NC requires Medicare certification from the Division of Health Service Regulation. The license fees depend with the bed capacity with a high number of beds attracting higher license fees. Further, the code of federal regulations is required to be observed when starting a long-term facility. Further, the facility is subject for regular inspections to ascertain meeting the required standards ("Long-Term Care Facilities", n.d.).

**Social/Cultural**

The majority of Raleigh’s population is the whites (57%) followed by black or African American (29%). Other races include Asian, Hispanic, American Indian and other communities comprise about 14%. However, the commonly used language in the region is English, and thus, the marketing language that the new facility will use is English ("Current Raleigh, North Carolina Population, Demographics and stats in 2017, 2018.” 2018).

**Consumer Analysis**

**Target Market**

Living Legacies target market is the elderly population in Raleigh, NC aged above 65 years. This is a population that requires more attention and usually suffers from chronic disorders such as dementia, Alzheimer’s, mental disorders, heart disorders among other conditions (Moses, 2008). Therefore, the degree of service quality is critical when handling this population. The elderly expect high-quality services, and thus, ability to meet them would place the new facility competitively in the industry ("U.S. Long-Term Care Market 2017: Analysis by Service (Home Healthcare, Hospices, Nursing Care, Assisted Living Facilities) - Research and Markets", 2017). Living Legacies would focus on the provision of superior quality services to the clients. This will be achieved among other things through job satisfaction among employees. Employee satisfaction can be achieved through motivational strategies, training, inclusivity in the process of decision making among other factors. Therefore, the facility intends to utilize employees in the provision of high-quality services to the clients relative to other players in the sector.

**Segmentation**

Living Legacies facility would focus on the male clients above the age of 65 from Raleigh NC. The consideration is based on the limited capacity of the new facility, but the business intends to include the female clients in the future upon growth. Besides, long-term care is usually labor intensive and costly and thus, as a beginner facility, the aged male above 65 years would appropriate for the facility (Moses, 2008). The approach of selling the facility’s services or products will be through internal marketing. A satisfied employee has higher chances of spreading positive information of an organization relative to unsatisfied staff (Cooper & Cronin, 2000). Therefore, the employees would play a crucial role in the selling the services and products through superior quality in the market.

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