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IDENTIFYING THE TARGET SEGMENT IN ORDER TO DEVELOP AN ADVERTISING CAMPAIGN FOR THE "TECHNOMASH-DNEPR" PUMPING COMPANY

One of the most important tools in the development of the advertising company is to identify and study the target market. Investigation of the main features of the target segment helps to select a specific format of promotional products that will provide the greatest efficiency for the company "Technomash-Dnepr".

In the process of marketing research it is essential to identify the types of potential buyers of the "Technomash-Dnepr" pumping company, to divide them into sub-groups in order to study the consumer profile. After specifying the features of each consumers' group and defining the degree of their loyalty to the pumping equipment company "Technomash-Dnepr", those subgroups that are most promising for the company can be identified. Moreover "Technomash-Dnepr" company should agree with all the benefits from the target segment, which it wants to receive from advertising.

Nowadays half of the income of "Technomash-Dnepr" company is revenue from sales of pumping equipment to commercial companies, who buy it for further sale to the ultimate consumer, 27% of sales are to companies that buy equipment for their own use and 23% of production goes to people who buy pumps for their homes, cottages, houses, etc.

Furthermore for the developing of advertising company in the first place it is important to examine the preferences of business organizations. To the first group can be included such companies as the building, landscaping or installation companies, which purchase pumps for further sale to the ultimate consumer. Polls revealed that the determinative factors for buyers are: a flexible system of discounts, a wide range of pumping equipment, quality of equipment, accessories, warranty and post-warranty obligations. Pumping equipment is bought monthly, which indicates a high degree of customer loyalty to the company.

To the second group can be included companies that buy equipment for their own use (for offices, private buildings, shops). For this segment the determinative factors are: price-quality, availability of service, warranty period, the manufacturing of the equipment, the reputation of the company. Studies have shown that, the frequency of purchasing is depending on the size of the company and determined by: private enterprises with an annual turnover up to 1 mln buy

pumping machines one time in 5 years, companies with an annual turnover of 10 million USD and with number of employers up to 20 people tend to buy one pumping machines every 2-5years, and a company with an annual turnover of over 10 million USD with number of employers more than 20 people buy 1 pumping machine in 4 months. According to this the degree of loyalty to the segment is average and high.

The group of individuals includes the owners of private homes, cottages, country houses at the age of 25-55 years with an average, above average or high incomes, who make a purchase of pumping equipment once every 5-10 years. In this case the determinative factors are are: price, quality, level of service, warranty service. Degree of loyalty: low and medium.

During the investigations it was found that the target market of "Technomash-Dnepr" is limited to the territory of the city of Dnepropetrovsk and the nearby area (Old Kadak, Podgorodneye, Kirov, Aleksandrovka, Peschanka, etc.), as at a distance of more than 50 km, there are other more populated areas, where other companies that sale pumping equipment are working. Also km it is not profitable to transport pumps at the distance of more than 50 km, due to the fact of high transportation prices.

Thus, the target market for which the company "Technomash-Dnepr" will develop an advertising campaign is the commercial organizations which purchase pumps for further sale to the ultimate consumer. Also, based on the research, it was found that the most promising for the development of the company will be selling the pumping equipment to landscaping organizations. On 01.01.2012 about 61 similar companies are operating in Dnepropetrovsk.

Further studies will be conducted to determine the number of objects where it is possible to install pumps for irrigation and fountains by "Technomash-Dnepr".