



<b>Marketing Class Activity: Topic 6</b>	
<b>Student Name &amp; Nr:</b>	<b>45</b>

**Read the scenario below and answer the questions to follow:**

*Tom is a third year Marketing student based in Cape Town. Having an entrepreneurial spirit, he decided to obtain a public operating license in order to use his car (a new Toyota Corolla) as a taxi. His aim is to cover busy pubs, bars and clubs during peak hours and then offer young people affordable and safe transportation back home. He decided to call his new business 'Tom's Taxi Service'.*

1. Motivate which 'segmentation strategy' Tom should use for his new business. (3)
2. In table format, apply the four 'segmentation bases' to Tom's new business. (14)
3. Define Tom's ideal 'target market' based on your identified segmentation bases. (4)
4. Give five (5) suggestions on how Tom may 'differentiate' himself from possible competitors. (5)
5. Compile a 'positioning map' for Tom's new business - (motivate your reasoning). (5)
6. Create a 'positioning statement' Tom's business - (motivate your reasoning). (3)
7. List four (4) 'features and benefits' for Tom's business. (8)
8. Briefly explain what 'brand personality' Tom's Taxi Service would have. (3)