

## Introduction to Marketing Assignment 3: Target Market & Distribution

Please read the instructions for this assignment on the FSO platform before completing this template. Type over the <Type here> prompts.

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### Part I - Existing Product:

Target Market Segmentation	
<b>Restate your team's chosen existing product from Assignment 1, Part I</b>	Microsoft Surface Duo
<b>Geographic:</b>	United States Only
<b>Demographic:</b>	Single or Married without kids, 25-40-year-old all genders and all ethnicities, \$100,000-350,000/year
<b>Psychographic:</b>	Tech Savy, Early Adopter, Hipster, Creatives and Professionals
<b>Benefits Sought:</b>	Multitasking, productivity, time saving, convenience, modern design
<b>Usage Rate:</b>	1 <sup>st</sup> Time Users (New Product)
Distribution	

<p><b>Where is this product sold? Be specific. Name retailers.</b></p>	<p>Directly through Microsoft, Best Buy retailers, and AT&amp;T stores</p>
<p><b>Does the company use an intensive, selective or exclusive distribution strategy?</b></p>	<p>Micrsoft used an exclusive distribution strategy by only offering the product online via their website, in Best Buy Stores, or through AT&amp;T.</p>
<p><b>Using research to support your claims, explain how the price and/or pricing strategy (from Assignment #2, Part I) for your favorite product is/are appropriate for the target market. (Include short or in-text citations)</b></p>	<p>As the target consumer for the Microsoft Surface Duo are Single or Married without kids, 25-40-year-old all genders and all ethnicities, \$100,000-350,000/year, the higher price point of \$1,399, will be affordable for them including expensive innovation costs. ( Where Do I Fall in the American Economic Class System, Us News)</p> <p>This higher price point is also justifiable for this consumer segment because they are interested in the “next big thing” before its rise to fame. The Microsoft Surface Duo is a pioneering piece of technology, one of the first of its kind of phone, released in October of 2020, along with several other similar phones of different brands. Some examples would be the Samsung Galaxy Fold2 5G, Motorola Razr, and the Samsung Galaxy Flip. The largest differences within these phones is capability. The Microsoft Surface Duo has higher innovation in segments of applications and gaming capabilities, setting it apart from its competitors. This is a grand incentive for early adopting consumers whose lifestyle want the latest and greatest tech.</p>

**Using research to support your claims, explain how the distribution strategy and/or chosen retailers for your favorite product is/are appropriate for the target market. (Include short or in-text citations)**

Microsoft is a US-based company that has previously attempted to launch a phone line in the late 2000s. This attempt was largely unsuccessful for many reasons due their overly ambitious distribution worldwide. They have decided to launch their new product in the United States, with the only distribution channels available are via their website or Best Buy stores. Best Buy is the “millennial” tech store, which is the target demographic identified for the Microsoft Surface Duo. (Millennials as a Target Market for Best Buy, Illinois State University). The current plans for 2020 remain US-exclusive, Microsoft could branch globally as soon as the first half of 2021, should all go well. (Martin A., Toms Guide)

## References:

- Martin, A. (2020, September 05). Looking to buy Microsoft Surface Duo outside of the US? We have bad news. Retrieved November 12, 2020, from <https://www.tomsguide.com/news/looking-to-buy-microsoft-surface-duo-outside-of-the-us-we-have-bad-news>
- Faulkner, C. (2020, August 12). Here's where you can buy the Microsoft Surface Duo. Retrieved November 12, 2020, from <https://www.theverge.com/2020/8/12/21365234/microsoft-surface-duo-preorder-att-unlocked-verizon-tmobile-android-phone>
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- New Surface Duo – Dual-Screen Mobile Productivity, Do One Better – Microsoft Surface. (n.d.). Retrieved October 29, 2020, from <https://www.microsoft.com/en-us/surface/devices/surface-duo>

