

## Market segment criteria



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A true market segment meets all of the following criteria:

- it is distinct from other segments (different segments have different needs),
- it is homogeneous within the segment (exhibits common needs);
- it responds similarly to a market stimulus, and
- It can be reached by a market intervention.

## Individual Consumers look at..

- Physical Size
- Creation of or response to a fad
- Geographic location
- Time related factors
- Demographics/culture/religion
- Gender
- Age
- Social status
- Education
- Avocation
- Special Interests
- Accessibility
- Access
- Need for specific information
- Need for customization
- Need for quality
- Degree of a product/service ingredient

## Purchase decision influencers

- Preference for channel of distribution
- Number of decision makers
- Financial strength of the prospect
- Quantity/volume requirements
- Ability to use the offering
- Affiliation with other organizations
- Commitment required
- Brand awareness/users
- Attitude toward a personality or enterprise
- Attitude toward price versus value
- Experience with other products/services
- Prospect bias
- After sale support expectations

# References

- **Hotel Front Office – R. Jatashankar Tewari – Oxford Publication—  
Core Textbook, Students & Faculty to follow this book.**
- Hotel Front Office – A Training Manual By Sudhir Andrews – Tata McGraw Hill
- Managing front office Operations by Michale L Kasavana (AHLEI - Books)
- Front Office Operations and Management by Ismail Ahmed ( Cengage Earning)
- Text book of front office operations and Management by Sudhir Andrews (Tata McGraw Hill)



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# School of Hospitality

Course Code : BSCH3003

Course Name Front Office Management



Name of the Faculty: Jyoti

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