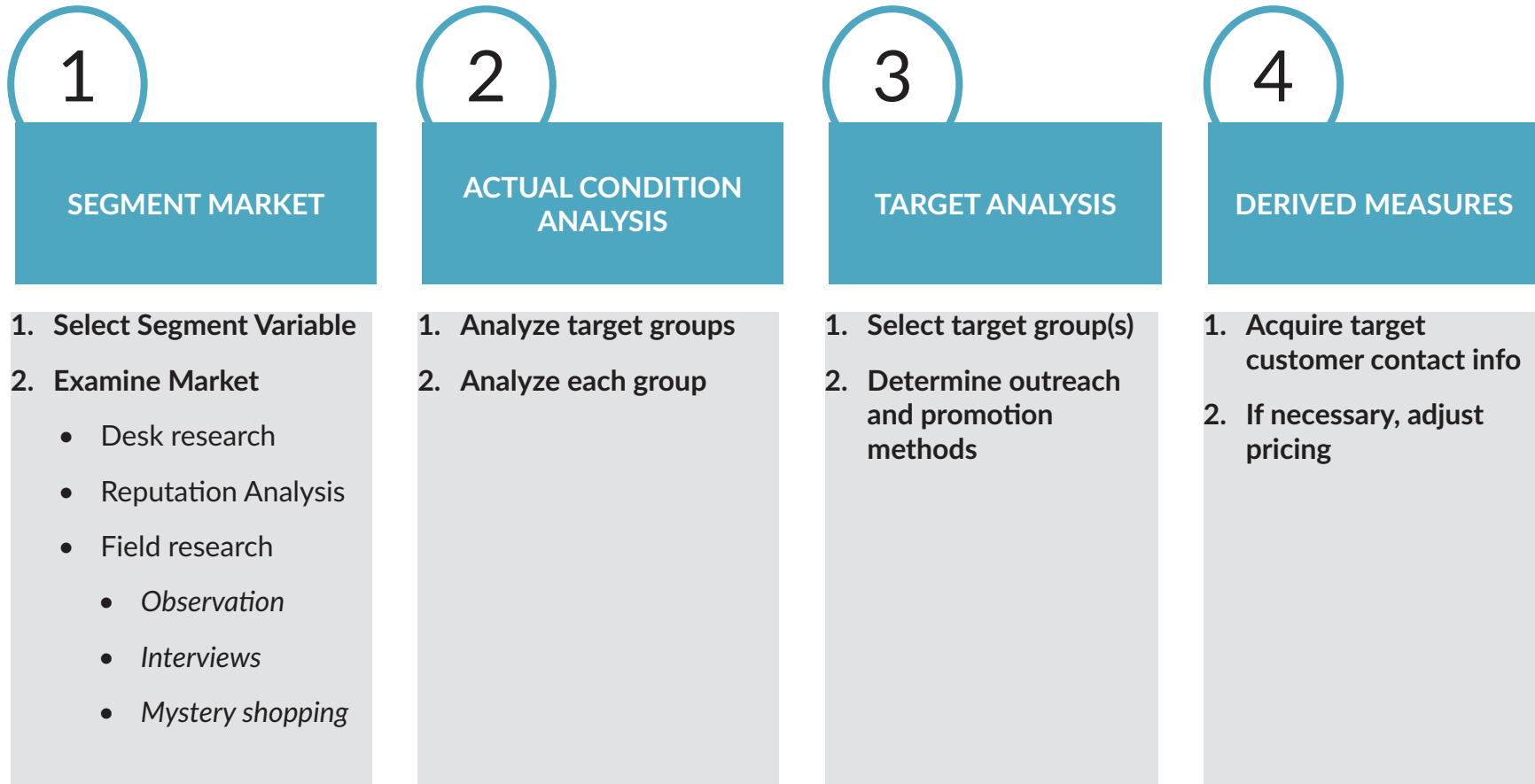


For every business, owners must identify who will be a likely purchaser and why? In the medical tourism business world, lackluster results are often the result of failure to identify, examine or create relevant messages to the target market that the business wants to attract. Without a target market selected, broadcast messages and marketing campaigns don't appeal to anyone and nobody listens or buys.

TARGET MARKET ANALYSIS

Analysis of External Market Forces



WHAT WE EXAMINE AND INTERPRET

Target Consumer Analysis

Market Segmentation Variables

Buyer Characteristics

- Choice of product /provider
- Choice of purchase location
 - Brand loyalty

Socio-economic Characteristics

- Income
 - Job
- Education

Demographic Characteristics

- Age
- Gender
 - Size of household
- Languages spoken at home
 - Cultural / Religious

Behavioral Characteristics

- First-time buyer
- Returning purchaser
 - Frequent user
 - Brand switcher

Psychographic Characteristics

- Lifestyle characteristics
 - Habits
 - Early adopter
- Innovation appreciation

Media Characteristics

- Internet user
- Newspaper reader
- Radio listener