

Agnes b., a French lifestyle brand founded in 1975, operates 35 stores in Hong Kong. In recent years, the brand, which was perceived as a fashion house, has diversified its business.

Agnes b. has established a catalogue for fashion market. These include Femme for women's wear, Homme for men, and Enfant for children. In addition to fashion and accessories, the brand has recently started to combine florist, Fleuriste, with fashion or cafe with fashion in its outlets. In October 2013, it opened a 13,000-square-foot store at the K11 shopping centre in Tsim Sha Tsui. The store provides fresh produce such as vegetables and fruits. Customers can dine at the cafe.

1. Who are the target customers of the following?

a Agnes b. Femme

b Agnes b. Enfant

c Agnes b. Fleuriste

2. How does Agnes b. segment the market?

Ch4 Segmentation_Agnes b

- 1 (a) Women
(b) Parents who purchase the clothing for their children
(c) Customers who buy floral products
- 2 Agnès b. segments the fashion market by gender and age. It also segments the market by benefits sought, providing a florist for customers who want to buy flowers and a café for diners.
- 3 Agnès b. carries out a differentiated marketing strategy. The brand targets a number of segments, such as women, men, and parents as well as diners. As it tailors products for each of these segments, it can serve more customers and earn more revenues. This can also help reduce the risk of over-reliance on one particular segment.
- 4 No. Agnès b. positions itself as a French lifestyle brand. Fine-dining and appreciation of natural beauty are indicative of the French lifestyle. As such, operating a café and a florist is consistent with the brand's position.
(Any other reasonable answers)

Ch4 Segmentation_Agnes b

- 1 (a) Women
(b) Parents who purchase the clothing for their children
(c) Customers who buy floral products
- 2 Agnès b. segments the fashion market by gender and age. It also segments the market by benefits sought, providing a florist for customers who want to buy flowers and a café for diners.
- 3 Agnès b. carries out a differentiated marketing strategy. The brand targets a number of segments, such as women, men, and parents as well as diners. As it tailors products for each of these segments, it can serve more customers and earn more revenues. This can also help reduce the risk of over-reliance on one particular segment.
- 4 No. Agnès b. positions itself as a French lifestyle brand. Fine-dining and appreciation of natural beauty are indicative of the French lifestyle. As such, operating a café and a florist is consistent with the brand's position.
(Any other reasonable answers)