

Maxim's Group (p.129)

1 The Chinese restaurant brands are Jade Garden, Maxim's Palace and Xi Yue.

2 Jade Garden's target segment is customers who prefer Cantonese dining.

Maxim's Palace's target segments are families and those who want to hold banquets (e.g., for celebration of wedding or birthdays, etc.).

Xi Yue's target segments are tea lovers and those who prefer delicate Chinese dishes.

3 Maxim's Group uses a differentiated marketing strategy because it operates different kinds of restaurants for customers with different needs.

4. After facing fierce competition from other competitors, Coca-Cola adopted a 'differentiated marketing' strategy instead of an undifferentiated marketing strategy.

Coca-Cola offers different flavours of soft-drinks to satisfy different markets: like the normal flavour, Zero or diet or light for customers who are more concern with their sugar intake or on-diet.