

Strategies for the Fragmentation of the Egyptian Children's Clothing Market to Make a Proposed Marketing Plan

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Abstract: -

The idea of segmentation of markets is assumed by the different needs and desires between individuals, ie there are different markets (or sectors) and each market (sector) includes individuals who share needs and desires. Market segmentation helps to guide and focus marketing efforts and prepare and design appropriate programs for each sector according to its characteristics, importance and degree of competition in order to achieve the objective or set of objectives set by the institution. There are many variables that can be used to segment consumer and business markets and the marketer should try different retail variables on their own. These variables include: - Geographical variables: Segmentation of the market into different geographical units such as nations, regions, states, states, cities or regions. Demographic variables: Demographic segmentation divides the market Population variables are the most commonly used segmentation of the market for two reasons: the average needs and desires of consumers usually vary with different population variables. Ease of measuring population variables Psychological variables: market segmentation Behavioral variables: dividing the market into groups based on their knowledge, attitudes and use of the product after evaluating different market segments. It fits your target to enter and specify the target market (Target Market), which defines a group of buyers who participate in the needs or characteristics of a joint company, which decides to serve.

key words: -

Clothing Marketing - Retail Market - Marketing Strategies - Kids Clothes Market