



Senioren, Der Vernachlässigte Markt

By Hans-Jürgen Borchardt

Grin Verlag. Paperback. Condition: New. 12 pages. Dimensions: 10.0in. x 7.0in. x 0.0in. Essay aus dem Jahr 2011 im Fachbereich BWL - Marketing, Unternehmenskommunikation, CRM, Marktforschung, Social Media, Note: keine -, Sprache: Deutsch, Anmerkungen: Konfuzius hat gesagt: Sorge Dich nicht um die Ernte, sondern um die Bestellung der Felder. Damit ist gesagt, wer sich jetzt mit der Zukunft beschäftigt, muss in der Zukunft nicht mit der Gegenwart kmpfen, bzw. wer jetzt agiert, muss spter nicht reagieren. Hinzu komm, dass die Pionierposition immer nur einmal vorhanden ist. Wer die damit verbundenen Vorteile nutzen will, muss jetzt handeln. , Abstract: Senioren, der vernachlässigte Markt Im Zeitalter des berangebotes sind die Methoden der Kundengewinnung immer feiner geworden. Eine weit verbreitete Mglichkeit ist, die Kunden in Zielgruppen zu klassifizieren und zielgruppengerechte Angebote zu entwickeln. Diese Strategie ist besonders deutlich bei den Automobilherstellern zu beobachten, die ihre Produktpalette speziell auf die Bedrfnisse der einzelnen Zielgruppen ausrichten. Eine Zielgruppe, die immer noch stark vernachlässigt wird, sind die Senioren. Das mag damit zusammenhngen, dass das Bild der Jugend in der Werbung moderner und attraktiver ist. Die Unternehmen wollen sich zeitgem prsentieren und nicht in die Nhe des Rentner-Image geraten. Sie wollen zwar die Alten als Kunden aber das...



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