

TASK6



Nouria's Delivery:

Market Segmentation, Targeting and Positioning:

Introduction

This report explains the marketing plan for my start-up business called *Nouria's Delivery*.

The company will provide delivery services for both packages and food in London and Côte d'Ivoire.

The main goal is to help online shops, restaurants and individuals get their products and meals delivered quickly, safely and at an affordable price.

In this report, I will explain my approach to market segmentation, targeting, positioning, and how I plan to reach and attract customers through different marketing channels.

Market Segmentation:

For my business idea *Nouria's Delivery*, the main potential customers are people and companies who need a fast and reliable delivery service for food and parcels.

Demographic:

Most of my customers would be between 18 and 45 years old, including students, young professionals, and small business owners. They are usually people with a medium to high income who often order online or sell products through platforms like SHEIN, Vinted, or Instagram.

Behavioural:

They care about speed, security, and convenience. They want to receive their packages or food quickly and safely, and they like being updated about their deliveries in real time.

Geographic:

My target customers are based mainly in London (UK) and Abidjan (Côte d'Ivoire). I chose these two places because of the strong connection between them and because many people from Côte d'Ivoire live in London and regularly send packages home.

Psychographic:

These customers value family connections and community support. They also prefer

using modern and efficient delivery services that they can trust and easily contact through social media or WhatsApp.

Targeting:

From all the potential customers, the main group I want to focus on is young professionals and small business owners aged 20–40.

This group is very active online and uses delivery services often for business and personal reasons. They also spend more on reliable and fast delivery, which makes them more profitable for my start-up.

Positioning:

Nouria's Delivery will be positioned as a trusted, fast, and community-based delivery company that connects London and Côte d'Ivoire.

My main unique selling points (USPs) are:

- Affordable prices for international and local deliveries.
- Personalised service with communication through WhatsApp and social media.
- Quick delivery thanks to operations based in both London and Abidjan.
- Flexible options for both individual clients and online sellers.

Reaching the Audience:

To reach our customers, I will use Instagram, Facebook, WhatsApp Business and a simple website.

I plan to post photos and short videos showing how quick and professional our deliveries are.

I will also contact local restaurants and online shops directly to offer partnership deals and special prices for regular clients.

At the start, I will offer a 10% discount on the first delivery and free delivery for new business clients.

I will also encourage customers to share their experiences and tag our business on social media, so that more people can discover *Nouria's Delivery* through word of mouth.

Conclusion:

To conclude, *Nouria's Delivery* aims to become a trusted and flexible delivery service that supports small businesses and local restaurants while making deliveries easier for individuals.

By using social media, promotions and partnerships, the company will be able to build a strong customer base and grow in both London and Côte d'Ivoire.

