

Situation Analysis and Customers

Week Four

First a quick Quiz!



Join at join.nearpod.com or in the app

NLCMD



Copy Link



Email



Google
Classroom



Remind



Microsoft
Teams



Prifysgol Cymru
Y Drindod Dewi Sant
University of Wales
Trinity Saint David

What does



Mean to you??

Why is it important?



A situational analysis facilitates:

- A better understanding of current market position
- Identify strengths and weaknesses
- Recognise opportunities and threats
- Understand customer needs and behaviours
- Analysis competitors
- Make informed decisions
- Reduce the risks

➤ **So how do we do it?**



PESTLE Analysis



P	E	S	T	L	E
Political	Economical	Social	Technological	Legal	Environment
Political and government stability Political orientation Local and National elections Taxation (current & future) Trade Unions Wars (both home and international) Pandemic policies Grants, and other funding Pressure groups	National debt Consumer spending Government Spending (current & future) Inflation Unemployment levels Taxation Exchange rate Supply chain volatility Overall economic situation	Demographics Customer attitudes and buying patterns Media Influencers and role models Brand image Ethical issues Consumer spend Post pandemic lifestyle changes Cultural shifts	Technology demand Technology development (current & future) Levels of research and development funding Intellectual property rights & copyright Lifecycle of a product Government investment in technology Internet connectivity	Legislation in areas such as competition, Health & Safety and employment laws Environmental legislation Changes and effects of EU law and Brexit Pandemic law changes Regulatory bodies	Global warming Pollution levels Plastic waste Attitude of customers, media, protestors, and law makers on the environment Renewable energy Deforestation Green issues Sustainability Environmental protection

SWOT Analysis



Industry Trends



Industry trends
influence customer
Behaviour and tourism
operations



Consumer Behaviour



Personal factors

- Age
- Income
- Lifestyle
- Dietary preferences



Consumer Behaviour



Psychological Factors

- Motivation
- Perception
- Attitudes
- Previous experiences



Consumer Behaviour



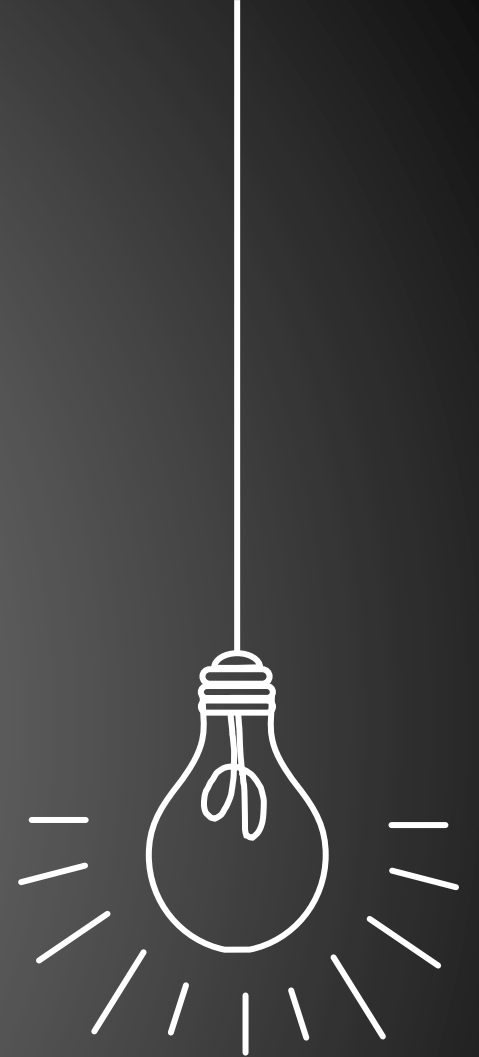
Social Factors

- Family
- Friends
- Social media
- Culture





Customer profiles and Personas



Customer Profile



Young Professional Profile

- Aged 25-40
- Full-time employment
- Disposable income
- Value convenience and quality
- Influenced by online reviews



Customer Persona



Customer Persona

- **Sarah Jones**
- **Age:** 29
- **Occupation:** Marketing Executive
- **Income:** £35,000
- **Dining Habits:**
- Eats out twice weekly
- Uses Instagram for recommendations
- Enjoys premium casual dining

- **Needs:**
- Quick service
- Good atmosphere
- Online booking
- Pain Points:
- Long waiting times
- Poor customer service



Create a Persona



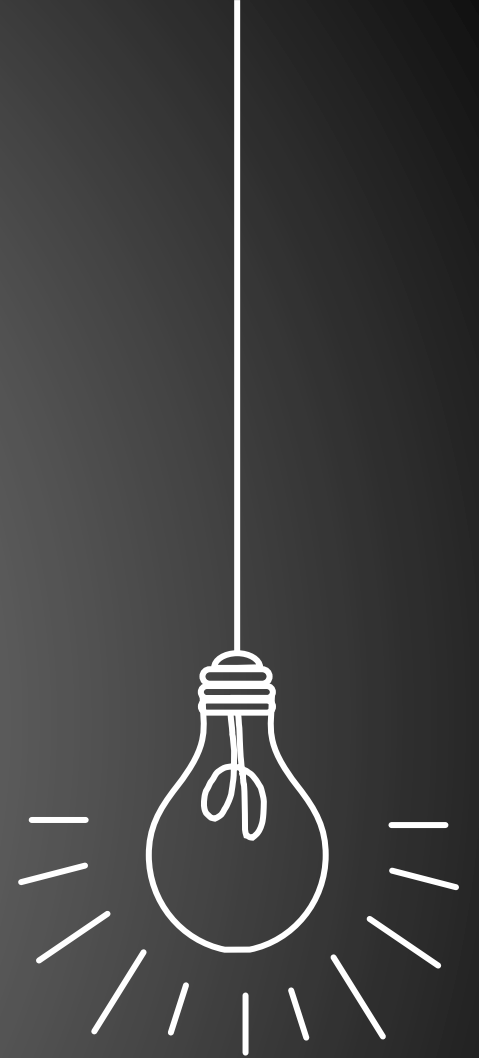
Pick One

- Family diners
- University students
- Business travellers
- Tourists





Competitor Analysis



Types of Competitors



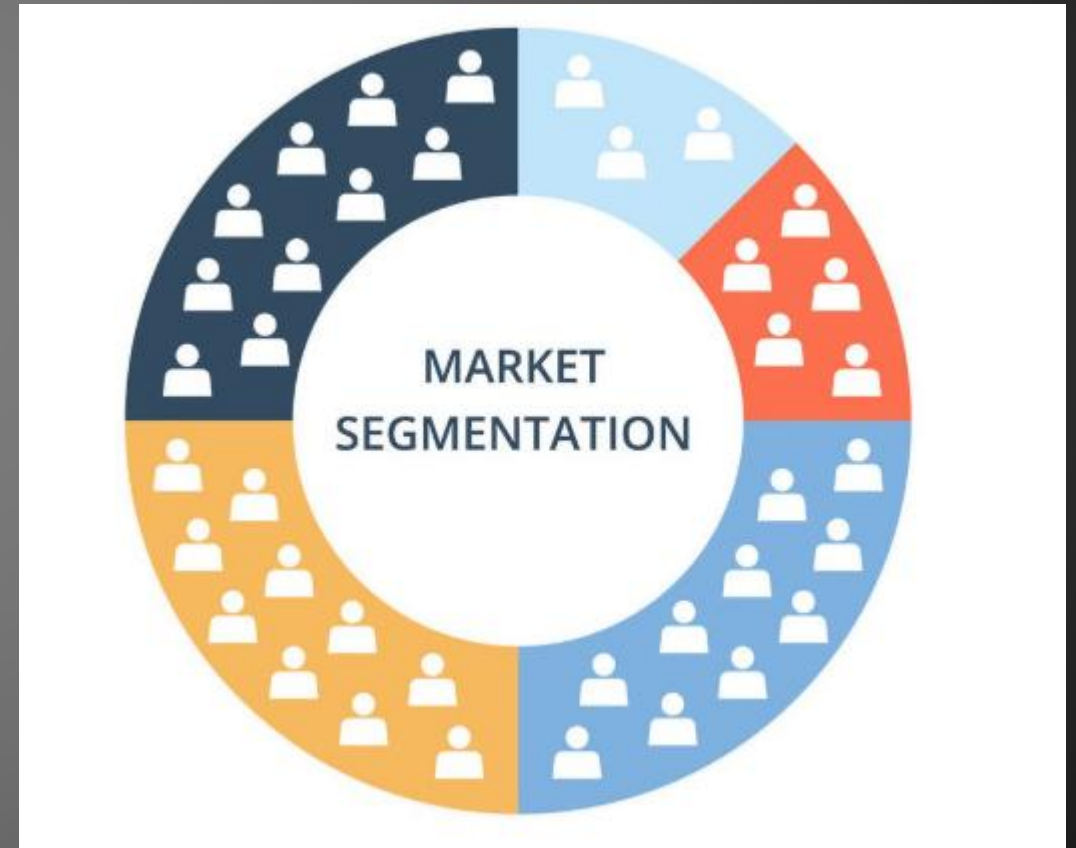
- Direct competitors
- Indirect competitors

Factor	Questions
Price	Are their tickets, packages, or experiences cheaper or more expensive than ours?
Products/Experience	What attractions, activities, facilities, or event experiences do they offer?
Location	Is the destination or venue easy to access for visitors?
Reputation	What do customer reviews, ratings, and social media feedback say?
Technology	Do they offer online booking, virtual tours, apps, or digital experiences?
Marketing	How do they promote themselves and engage with their audience?
Unique	What makes them different from other tourism destinations or events?

Market Segmentation



- Demographic Segmentation
- Geographic Segmentation
- Psychographic Segmentation
- Behavioural Segmentation

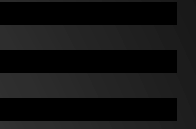


Target Market Selection



- Market Size
- Profitability
- Accessibility
- Strategic fit





Thank you!

Do you have any questions?

n.brailsford@uwtsd.ac.uk

