

Fresh Bazaar Marketing strategies

1. Market Segmentation

Fresh Bazaar's market segmentation divides potential customers based on several key factors relevant to Bethnal Green:

- **Demographics:** Focus is on local families (including Bangladeshi, South Asian, White British, and other multicultural households), students, and working professionals within the E2 postcode (age range: 18-65+; mixed genders and varying income levels).
- **Psychographics:** Targets customers who value diversity, convenience, affordability, and fresh food. Many are health-conscious, have dietary preferences (such as Halal), and are community-oriented.
- **Geographic:** Residents and workers in and around Bethnal Green, especially those within walking distance or regular users of public transport at Bethnal Green station.

2. Targeting

The primary audience will be multicultural families and working professionals in Bethnal Green who shop frequently for fresh groceries and value cultural variety. This segment is chosen because:

- The local demographic is diverse with strong demand for both everyday essentials and specialty foods (especially Halal, South Asian, and global groceries).
- Families and busy professionals seek convenient, one-stop shopping and personal service.
- Competing chains may not cater as closely to the specific cultural needs and preferences found in this location.

3. Positioning

Fresh Bazaar will differentiate itself by being the local grocery store that understands and celebrates Bethnal Green's cultural diversity. The unique value proposition is delivering a friendly, community-focused shopping experience, with affordable prices, consistently fresh produce, and a wide range of multicultural foods. Customers will perceive Fresh Bazaar not just as a shop, but as a trusted part of their routine and an active member of the local community, reflecting

their tastes and values.

4. Reaching Your Audience

Channels and Tactics:

- Use local Facebook groups, Instagram, and WhatsApp for regular updates and promotions.
- Collaborate with nearby mosques, community centers, and schools for word-of-mouth and flyers.
- Provide a Google Business Profile to increase search visibility.
- Hold weekly specials and “fresh mornings” with in-store tastings and discounts.

Promotion Strategy:

- Offer loyalty cards and launch discounts for new customers.
- Run social media competitions (e.g., share a photo of your recipe using Fresh Bazaar produce).
- Host small community events (cultural food weeks, health talks, cooking demos).
- Collaborate with local micro-influencers for authentic online reach.