

**CONCLUSION**

Only through a combination of quality market research, in conjunction with a quality interpretive analysis, can Ford France arrive at a targeted market segment



**SIDE A**

**SIDE B**

**1. Recommendation to Gilles Moynier**

- Clarify the market research for the research Turgot and evaluate their constraints. This is in line with their desire to create a "Mr. Top" product.
- Examine the data from Giffels and look at the additional market research. Based on the four groups, determine if there are any patterns based on demographics.
- By following these guidelines, Mr. Moynier should be able to narrow it down to the appropriate market segments.

**2. Target Segments**

Based on our interpretation of the data we would encourage Mr. Moynier to pursue a similar strategy that Giffels recommended. Namely, target (1) Modern buyers and (2) urban workers and within these groups select the demographics that watch the purchasing online.

Based on the responses of the focus group we found these attitudinal segments were the values that were rated highest.

Segment	Value
Modern buyers	High
Urban workers	High
Other segments	Low

**2a. Choosers and Non-Choosers**

Looking at the demographic variables alone is not enough to definitively determine a potential "Ka Chooser" or "Ka Non-Chooser". Perhaps you could likewise develop or analyze of attributes could you interest the model of predicting purchasing behavior.

**2b. Small Car Market Perception**

- Ka Choosers and Non-Choosers perceive the market in a different way.
- From Giffels 11a and 11b.
- For choosers: Ka Choosers perceive Turgot and Ka is a small market.
- For Ka Non-Choosers Turgot and Ka is in different parts of the correspondence map.
- Ka really perceived as ugly and poorly distributed.
- Can be explained by demographics.
- For ex: 50% of Ka Choosers do not have children.
- So it is more understandable by them to perceive Ka as futuristic and fun to drive.

**2c. Distinct Attitudinal Segments**

Yes we believe you can classify consumer groups into distinct attitudinal segments. Just looking at the range of responses to the projective questions, if you were to categorize each response into an attitudinal segment, you would be able to group consumers based on their responses. By comparing the demographic market research with the projective questions, you could reasonably determine "Ka Choosers" and "Ka Non-Choosers" if they fit a certain profile.

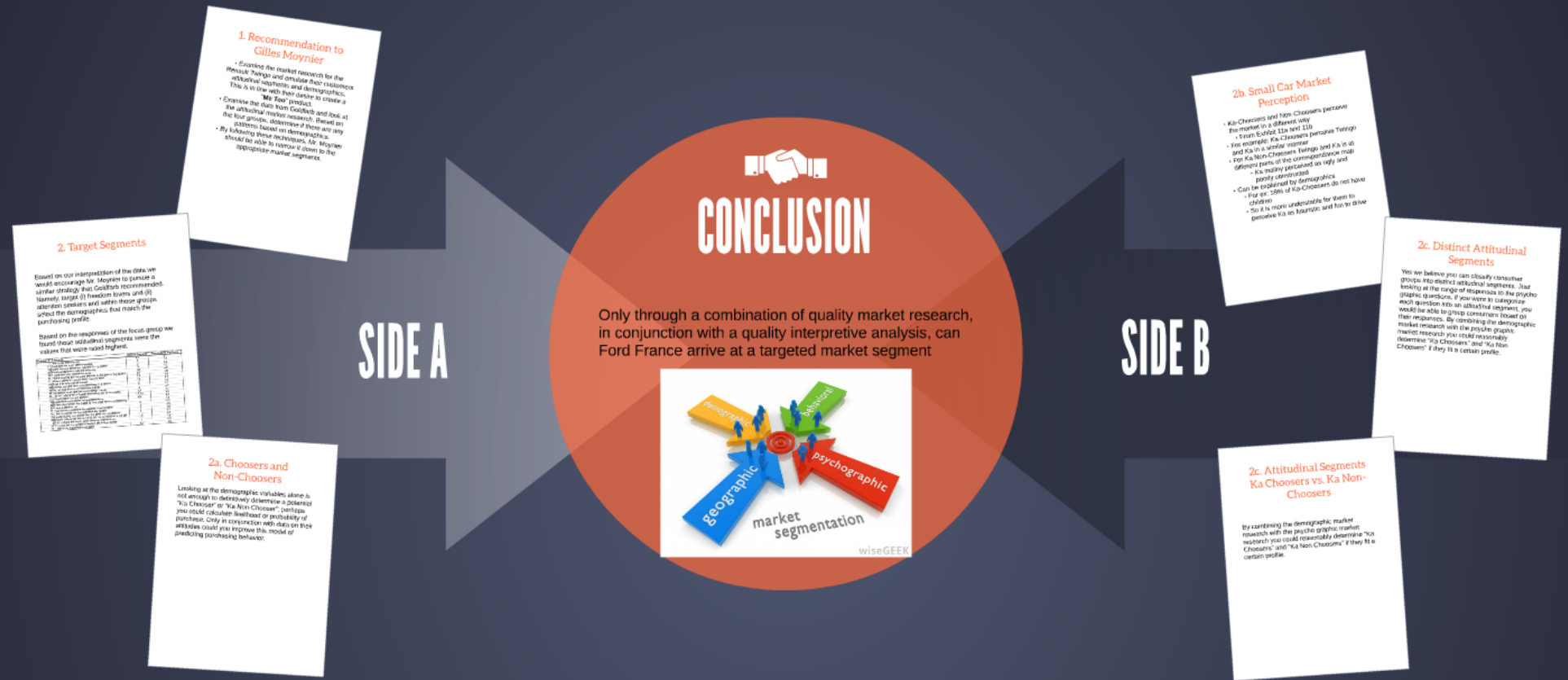
**2c. Attitudinal Segments Ka Choosers vs. Ka Non-Choosers**

By comparing the demographic market research with the projective questions, you could reasonably determine "Ka Choosers" and "Ka Non-Choosers" if they fit a certain profile.

# Ford Ka (A) Breaking New Grounds in the Small Car Market



Presented by:  
**Amaury Gourrier, Arda Kosar, Navin Ghaffarian**



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# Background

Gilles Moynier of Ford France is on the cusp of launching the new Ford Ka. The challenge is that he has no clear target segment and he must now determine how to launch the product...



### 1. Recommendation to Gilles Moynier

- Examine the market research for the Renault Twingo and emulate their customers. This is in line with their desire to create a "Me Too" product.
- Examine the data from Goldfarb and look at the structural market research. Based on patterns based on demographics.
- By following these techniques, Mr. Moynier should be able to narrow it down to the appropriate market segments.

### 2. Target Segments

Based on our interpretation of the data we would encourage Mr. Moynier to pursue a similar strategy that Goldfarb recommended. Namely, target (i) freedom lovers and (ii) attention seekers and within those groups select the demographics that match the purchasing profile.

Based on the responses of the focus group we found those attitudinal segments were the values that were rated highest.

Segment	Value	Value	Value
1	1.0	1.0	1.0
2	1.0	1.0	1.0
3	1.0	1.0	1.0
4	1.0	1.0	1.0
5	1.0	1.0	1.0
6	1.0	1.0	1.0
7	1.0	1.0	1.0
8	1.0	1.0	1.0
9	1.0	1.0	1.0
10	1.0	1.0	1.0
11	1.0	1.0	1.0
12	1.0	1.0	1.0
13	1.0	1.0	1.0
14	1.0	1.0	1.0
15	1.0	1.0	1.0
16	1.0	1.0	1.0
17	1.0	1.0	1.0
18	1.0	1.0	1.0
19	1.0	1.0	1.0
20	1.0	1.0	1.0
21	1.0	1.0	1.0
22	1.0	1.0	1.0
23	1.0	1.0	1.0
24	1.0	1.0	1.0
25	1.0	1.0	1.0
26	1.0	1.0	1.0
27	1.0	1.0	1.0
28	1.0	1.0	1.0
29	1.0	1.0	1.0
30	1.0	1.0	1.0
31	1.0	1.0	1.0
32	1.0	1.0	1.0
33	1.0	1.0	1.0
34	1.0	1.0	1.0
35	1.0	1.0	1.0
36	1.0	1.0	1.0
37	1.0	1.0	1.0
38	1.0	1.0	1.0
39	1.0	1.0	1.0
40	1.0	1.0	1.0
41	1.0	1.0	1.0
42	1.0	1.0	1.0
43	1.0	1.0	1.0
44	1.0	1.0	1.0
45	1.0	1.0	1.0
46	1.0	1.0	1.0
47	1.0	1.0	1.0
48	1.0	1.0	1.0
49	1.0	1.0	1.0
50	1.0	1.0	1.0

SIDE A

### 2a. Choosers and Non-Choosers

Looking at the demographic variables alone is not enough to definitively determine a potential "Ka Chooser" or "Ka Non-Chooser", perhaps you could calculate likelihood or probability of purchase. Only in conjunction with data on their attitudes could you improve this model of predicting purchasing behavior.



# CONCLUSION

Only through a combination of quality market research in conjunction with a quality interpretive analysis Ford France arrive at a targeted market segment.



# Ford Ka (A) Breaking New Grounds