

4.2 Marketing Planning



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4.2 MARKETING PLANNING: ASSESSMENT

Read the case study below and answer the questions that follow.

JAPAN'S AGING POPULATION



Japan is ageing faster than any other nation. By the end of this decade, there will be three pensioners for every child under 15 and before long, one in six people will be over 80. Its population will soon be falling by nearly a million people every year and doomsters predict that, sometime in the next century, the last Japanese person will die.

Other countries are encouraging immigration to solve their demographic woes. But not Japan, which is instead developing an extraordinary array of hi-tech products and services. Much of it looks as fanciful as a 1970s edition of BBC1's Tomorrow's World. But it's a fact that the elderly in Japan control half the country's wealth, and a new "old" economy – dominated by pharmaceuticals, nursing care and medical equipment – is being fashioned around them.

What used to be a relatively niche market, is fast becoming a mass market. Where once, the older generation were seen as a target market, more and more companies are successfully segmenting this market.

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Apart from the usual demographic segments that naturally occur in the older population, important psychographic segmentation is occurring to create new consumer profiles (for example, see table below). These segments can then form the basis of new products and marketing strategies, which many Japanese healthcare and rest home providers are now doing.

Mitzasuuki Healthcare Group – Nagasaki Prefecture	
Segment type	General beliefs
Reliers	<i>I don't know where I'd be if they weren't here to look out for me</i>
Adaptors	<i>Circumstances change, you just have to find different ways to do things</i>
Separators	<i>I don't want them poking their noses in</i>
Strugglers	<i>Life is hard – I don't know what the future holds for me. I just have to take each day as it comes</i>
Carry Ons	<i>Age is just a number. I don't feel any different. My perspective on life hasn't changed</i>
Embracers	<i>Now it's time for me – that's what all the work has been for</i>
Planners	<i>Life can be tough, tougher still if you don't plan ahead</i>

Source: www.BusinessManagementIB.com

25 MARKS, 45 MINUTES

1. Define the terms:
 - i. Demographic change
 - ii. Marketing planning

[4 marks]
2. Explain the importance of having a unique selling point

[2 marks]
3. Differentiate between a niche market and mass market

[4 marks]
4. Explain how Japanese rest home providers target and segment their market and create consumer profiles

[6 marks]
5. Discuss how Japanese producers may adjust marketing strategies in the marketing mix in response to the ageing population.

[9 marks]