Market Segmentation Game

**Purpose:** To help students to understand the importance of segmenting a market to identify suitable segments, before designing a restaurant menu.
**Time Needed:** One hour
**How the game is played:** In a class of up to 40, divide students into teams of four. Take a pack of cards and remove all face cards (jacks, queens and kings). Deal a hand of four cards per team and provide the following information:
**Number Cards –Age**eg: 2=20’s
**Colour Cards –Gender**Red Cards –Male
Black Cards –Female
**Suit Cards –Income**
Diamonds -$30,000
Hearts –$50,000
Clubs -$70,000
Spades –$100,000

**Step 1:** Allow the teams a few minutes to choose one “target market” (card) they do not want.
**Step 2:** Let each team exchange one unwanted card for another. They can exchange one card at random, so hold the pack face down, so they cannot see the cards.
**Step 3:** Let each team exchange one more unwanted “target market” (card). This time, let the choose from a selection of cards with face up. They will need to find compatible targets.
**Step 4:** Ask each team to design a menu of four entrée items only. The menus need to have items suitable to their market mix and a price that matches the market income. A challenge!
**Step 5:** Ask each team to present their menu and market mix. Ask questions like: “how easy was it to design a menu when you had a choice of target market, compared to when you were dealt a market mix?”

**Note 1:** The game can easily be adapted to a hotel market segmentation game, asking teams to design a room type/mix and price to match the target markets.

**Note 2:** For an added challenge, ask each team to select a choice of music that would suit their market mix.