With your colleagues, discuss the following:

- What might be the value and benefits (and costs) to consumers for our flavoured potato chips? Note: Consider the quality of the potato chips you determined in a previous lesson.
- What might be the impact of each environmental force (political/legal, socio/cultural, technological, and economic) on the success of the marketing activities of PCC? Illustrate at least two drivers of change in each environmental force.
- Using the 4 Ps, what might be the marketing mix for our flavoured chips?
  - What is the nature of the potato chips you are selling as a product?
  - What is the price of a standard snack bag of potato chips purchased at any convenience store? Where can you buy them?
  - What is the position of your product in the market segment?
  - Using your knowledge of the flavoured potato chips, identify the target markets in each of the following segments: geographic, demographic, psychographic, and product use. Note: You must be specific in identifying the opportunities to sell your potato chips in each of these segments.
- Using the model of the consumer buying process, what might be the factors that the consumer will consider in making a purchase of potato chips sold by PCC? Note: Focus on the personal and environmental factors as they affect the stages of the consumer buying process. Take the consumer through this process in the detailed decisions to purchase potato chips. Note as well the marketing factors that influence the consumer’s decision in each stage.

Consumers could find several benefits in the PCC flavoured potato chips. Some of them are more and new options, more healthy potato chips, lower prices, new tasting potato chips.

The impact from/for each environmental force could be since negligible till very significant. Political and legal environment give to PCC acts and regulations that they set the boundary conditions to be fulfilled; example of that are nutritional content and information, advertising (e.g.: nicotine flavoured potato chip could deal with many regulations). In addition, local rules and by-laws could affect the PCC business, and they should be taken into consideration (e.g.: encouraging the use of local/regional/provincial/national over foreign resources).

The social and cultural environment is a key factor for a product such as the potato chips. PCC should know the different preferences from the different stratus than participate in the society (e.g.: age, religion, sex)

Technological environment represents an important factor for PCC under many considerations. The technology usually allows increasing efficiency to the whole process. In addition, the technological development allows discovering new tastes, shapes, and more that they could benefit the PCC business.
The economic environment is a key factor for PCC; PCC is an oriented profit company, which means that PCC should considerer the different economic factors that could affect the PCC business (e.g.: business cycles, money depreciation/appreciation, interest rate fluctuations, micro and macro economics variable trends).

Competitive environment is very important for PCC; it will allow planning and target each of the processes and products. To know how the competence plans to move in the market could allow to PCC to anticipate this movement and increase its effectiveness in the business development.

The marketing mix involves four basic components: product, price, place, and promotion.

PCC could offer the different flavoured potato chips with different targets. They are a mass-customization and cheap option, plus product differentiation by the different social and cultural environments discussed before.

The price has several components; one of them is the cost of the product, but also the price involves ideas such as satisfaction under the timing boundary conditions.

The distribution and promotion of the product is one more strategic decision; it could not be an isolated decision because it involves several subjects such as the social and cultural environment, the competitive market, the economic environment and the regulations for the different places.

Different target markets:

- Geographic: geographical units, from countries to neighborhoods that may be considered in a segmentation strategy. PCC could consider French and English Canadian speakers.

- Demographic: different characteristics of the population that may be considered in developing a segmentation strategy. PCC could consider different age and cultural segments.

- Psychographic: groups with similar interest, attitudes, activities, etc. PCC could consider hockey, soccer, film fans as different psychographic segments.

- Product use: the segments could be identified by characteristics based on the use of a product, benefits expected, reasons for purchasing, etc. PCC could consider naturist consumers, or smokers (for those of nicotine flavoured potato chips).
PCC should conduct a research, brainstorming processes to identify the problem that is facing related with the marketing process. Once the problems are identified, PCC should search the information and people that could deal to identify and overtake the problems.

The factors to take into consideration depend of the problem, but PCC should consider at the first moment to work at least with the four personal and environmental factors (Psychological, personal, social and cultural) and the four marketing factors (products, pricing, promotion and place).