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How Carpo Turned Premium Nuts Into a Luxury Brand Experience

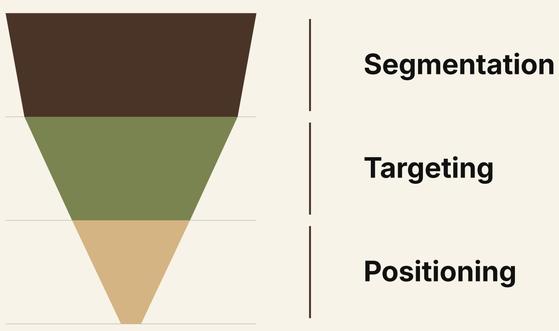
An STP Analysis and Market Development Strategy

Background

Carpo is a Greek retail store offering nuts, coffee, and chocolate. It aims to provide the highest quality, luxurious products with a unique Carpo five senses experience. Presently, the company operates eleven stores in total: six in Athens, three in London, one in Dubai, and one in Abu Dhabi.

Segmentation, Targeting, and Positioning

Segmentation, targeting and positioning (STP) is a theoretical framework in marketing. Segmentation deals with dividing the heterogenous market into homogenous segments, targeting is identifying the most attractive segments, and positioning is providing a unique value to place themselves into consumers' minds.



Carpo's STP Strategy

Segmentation

- Demographic: Upper-middle and high-income adults aged 25–55+
- Geographic: Affluent cities and premium retail districts
- Behavioral: Loyal repeat buyers and customers seeking high quality products, multisensory experiences, and gifting optons
- Psychographic: Luxury-oriented and experience-driven consumers who value culture, craftsmanship, and heritage

Targeting

- Differentiated targeting through diverse product lines.
- Concentrated targeting towards a luxury niche market.
- Strateging targeting by aligning company abilities to the benefits sought by the target market.

Positioning

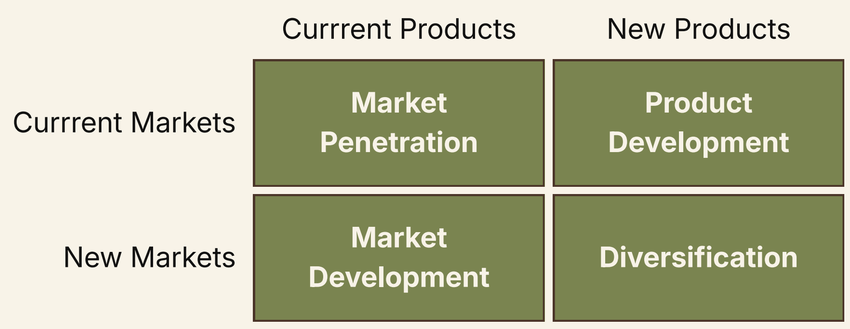
- Offering a unique value proposition: The Carpo Five Senses Experience

The Carpo Five Senses Experience



The Ansoff Matrix

The Ansoff Matrix is a strategic tool that aims to bring sales growth through changes in markets and/or products. It presents four growth strategies: market penetration, market development, product development, and diversification.



Market Development

For Carpo, the most suitable and plausible corporate growth strategy is market development (using current products to pursue new markets). Specifically, its gift products could yield high returns if placed in airports, airplanes, and hotels.

Impact on the 4Ps

If Carpo pursues expansion to airports, airplanes, and hotels, it will impact the four Ps of its marketing mix.

Product

- Packaging must be cabin-approved and include multilingual labels
- Packaging must be in co-branded packaging with airlines and hotels

Price

- Airport products will be priced higher for convenience
- Collaborations with airlines and hotels will require a B2B pricing strategy instead of B2C

Place

- Airport store design must reflect the prestige of its current locations
- Carpo could be served in business or first class, and be available in four-to-five-star hotels
- More international, complex and partner-driven distribution will require a more efficiently managed supply chain

Promotion

- Emphasize exclusivity, origin and craftsmanship
- Avoid discounts to maintain luxury positioning
- Use experiential marketing such as tastings, elegant sampling, and storytelling displays

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