Market analysis and Target Market Development
CHAPTER – 3

MARKET ANALYSIS AND TARGET MARKET DEVELOPMENT

INTRODUCTION:

While in the preceding chapter, we have examined the identification of marketing philosophy and objectives. In this chapter, we propose to discuss different aspects of market analysis and large market development – market analysis is a vital ingredient of overall success in the market. Market analysis is especially desirable in forecasting the sales of the product and to know about the company market position and future prospects to increase the market share and above all market analysis have consist to review both internally influenced factors lore, over which the company has contrive and opportunity & threats which are external to the company and over which it has no control.

In this chapter an attempt has been made to examine the strength, weaknesses, opportunity and threats of the H.M.T. Ltd. In the field of watch.

Target market development is an important part of marketing strategy. The policy and strategy pertaining to it largely affect the decision regarding product quality and performance, product innovation and development standardization and grading, blending and packaging, boarding and labeling, channel of distribution including physical
distribution, pricing method, Policies and strategies and advertising, 
personal selling, sales promotion and publicity. In addition, it also to some 
extent, influences capacity—obligation and resources mobilization—
programmers of an enterprises, not only that it even affects the 
organizational setup of the enterprises in particular the organization pattern 
of marketing development. After specifying the overall objectives as also 
the marketing objectives of the enterprises target market is identified. 
There are reason of identification of target market development. Market 
consists of customers who are too humorous and scattered. They posses a 
host of homogeneous and hetergeneous characterstics. Under this complex 
circumstances it may be possible that one from may be in position to 
effectively serves one particular market but not the entire market. Similarly 
another firm may be able to satisfy the needs of customers of particular 
market segment in better way then it competitors. It is said that of you want 
to please all, you can not please even one individual. This makes it evident 
that instead of competing every where, a firm needs to focus it attention 
only in those parts of the market that are the most attractive and that it 
could serve the most effectively.

In this chapter we have examined the tools and techniques 
adopted by H.M.T. for watches. Truly target market development refers to 
the selection of target market for given product or product line or product 
mix.

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1 Philip Kotlar 3rd Ed. P. 194
SWOT ANALYSIS AN OVERVIEW:

The SWOT analysis continues to feature prominently in the planning process. It forces management to analyse what it is that marks its company successful or unsuccessful. It includes review both influenced internal factors. Other, which the company has control, and opportunity and threats, which are external to the company and over which it, has no control. SWOT has been exhibited in the figure 3.1.

Strength and weaknesses, they are the usual business function without which the business is unable to operate. Each business needs to evaluate its strengths and weaknesses periodically. Specific expertise can often give the company an advantage over its competitors. The exercise then is to examine the business and to classify each function, either as a strength or as a weakness, and during the procedure, to develop a programme to correct the weaknesses.

Opportunity and threats, these are the outside the control of the company but must never the less be consider in the process. A company marketing opportunity is an attractive arena for company marketing action in which the company would enjoy a competitive advantage. Threats is a challenge by an unfavourable trend or development in the environment that would lead in the company's position. In some respects this particular activity position is most important aspects of planning because provided the company can make an accurate forecast of likelihood of an

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2 Derek Knee and David Wehr's "Strategy in retaining (Theory and Application) Heritage publishers 1985 P - 57.
3 Ibid P-57.
event occurring together with intensity and timing, it can ensure that it is well equipped to cope with it.

**SWOT ANALYSIS OF H.M.T. :-**

For effective market analysis is simultaneously require a critical assessment of the organization swot in the changing market enviornment and evaluation of the adequacy at its skill and resources to operate in that enviornment. A comprehensive swot analysis should embrace all facets of business. Here H.M.T. swot analysis has examined in comparision to Titan watches.

**STRENGTHS: -**

H.M.T. has four factories in different parts of India (e.g. Banglore, Srinagar, Thmoor, Ranibagh). They manufacture 8.0 million watches every year and posses most technical manpower. H.M.T. has a very high level of penetration in both Urban and rural area. It has 10,000 distributor and 50,000 outlets. It has 31 company owned showroom and 90 franchise and exhaustive showroom. H.M.T. covers the entire price range from Rs. 350 (shakti) to Rs. 15,000 (Elegance). H.M.T. as a brand is associated with durability, reliability, Toughness and affordability. “For the common man”. It is fondly known as “Chimti” in the rural area. It has a efficient and wide spread service network. It maintain a fleet of air conditioned trucks for services in rural area. It is also an innovative company. H.M.T. come out with a Braille watch and G10 watch (gold basinet on the dial). Company sources indicate that it is planning to come
### SWOT (Strength, Weakness, Threat, Opportunity)

<table>
<thead>
<tr>
<th>Strength</th>
<th>Weakness</th>
</tr>
</thead>
<tbody>
<tr>
<td>Economic of scale</td>
<td>Unexpected to competition pressure</td>
</tr>
<tr>
<td>Established customer base</td>
<td>High cost of operation</td>
</tr>
<tr>
<td>Strategic location</td>
<td>Absence of customer focus</td>
</tr>
<tr>
<td>Credible reputation</td>
<td>Technological obsolesces</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Threat</th>
<th>Opportunity</th>
</tr>
</thead>
<tbody>
<tr>
<td>Confirmed to Top-End at the market</td>
<td>Up gradation of Technology export market</td>
</tr>
<tr>
<td>Shrinking entry-barriers for internationals</td>
<td>Market for customaries product</td>
</tr>
<tr>
<td>Emergence of new customer</td>
<td>Foreign extents seeking partners</td>
</tr>
<tr>
<td>Declining import duties</td>
<td></td>
</tr>
</tbody>
</table>

**Figure - 3.1**

(Business Today Jan 22 Feb 6, 1999 - P 119)
## Major Segmentation Variables for Consumer Markets

<table>
<thead>
<tr>
<th>Variable</th>
<th>Typical Breakdowns</th>
</tr>
</thead>
<tbody>
<tr>
<td>Geographic Region</td>
<td>Pacific, Mountain, West North Central, South Central, East North Central, East South Central, South Atlantic, Middle Atlantic, New England.</td>
</tr>
<tr>
<td>Country size</td>
<td>A, B, C, D.</td>
</tr>
<tr>
<td>City or SMSA size</td>
<td>Under 5,000; 5,000-20,000; 20,000-50,000; 50,000-100,000; 100,000-250,000; 250,000-500,000; 500,000-1,000,000; 1,000,000-4,000,000; 4,000,000 or over.</td>
</tr>
<tr>
<td>Density</td>
<td>Urban, suburban, rural</td>
</tr>
<tr>
<td>Climate</td>
<td>Northern, southern</td>
</tr>
<tr>
<td>Demographic Age</td>
<td>Under 6, 6 - 11, 12 - 19, 20 - 34, 35 - 49, 50 - 64.</td>
</tr>
<tr>
<td>Sex</td>
<td>Male, female</td>
</tr>
<tr>
<td>Family size</td>
<td>1 - 2, 3 - 4, 5+</td>
</tr>
<tr>
<td>Family life cycle</td>
<td>Young, single; young, married, no children; young, married, youngest child under 6; young, married, youngest child 6 or over; older, married, with children; older, married, no children under 18; older.</td>
</tr>
<tr>
<td>Income</td>
<td>Under $5,000; $5,000 - $10,000 - $15,000; $15,000 - $20,000; $20,000 - $25,000; $25,000 - $30,000; $30,000 - $50,000; $50,000 and over</td>
</tr>
<tr>
<td>-----------------</td>
<td>----------------------------------------------------------------------------------------------------------------------------------</td>
</tr>
<tr>
<td>Occupation</td>
<td>Professional and technical; managers, officials, and proprietors; clerical, sales; craftsman, foremen; operatives; farmers; retired; students; housewives; unemployed</td>
</tr>
<tr>
<td>Education</td>
<td>Grade school or less; some high school; high school graduate; some college; college graduate</td>
</tr>
<tr>
<td>Religion</td>
<td>Catholic, Protestant, Jewish, other</td>
</tr>
<tr>
<td>Race</td>
<td>White, black, Oriental</td>
</tr>
<tr>
<td>Nationality</td>
<td>American, British, French, German, Scandinavian, Italian, Latin American, Middle Eastern, Japanese</td>
</tr>
<tr>
<td>Psychographics</td>
<td>Lower lowers, upper lowers, working class, middle class, upper middles, lower uppers, upper uppers</td>
</tr>
<tr>
<td>Social class</td>
<td>Strights, swingers, longhairs</td>
</tr>
<tr>
<td>Lifestyle</td>
<td>Compulsive, gregarious, authoritarian, ambitious</td>
</tr>
<tr>
<td>Personality</td>
<td>Regular occasion, special occasion</td>
</tr>
<tr>
<td>Benefits</td>
<td>Quality, service, economy</td>
</tr>
<tr>
<td>User status</td>
<td>Nonuser, ex-user, potential user, first-time user, regular user</td>
</tr>
<tr>
<td>--------------------------</td>
<td>----------------------------------------------------------------</td>
</tr>
<tr>
<td>Usage rate</td>
<td>Light user, medium user, heavy user</td>
</tr>
<tr>
<td>Loyalty status</td>
<td>None, Medium, strong, absolute</td>
</tr>
<tr>
<td>Readiness stage</td>
<td>Unaware, aware, informed, interested, desirous, interding to buy</td>
</tr>
<tr>
<td>Attitude toward product</td>
<td>Enthusiastic, positive, indifferent, negative, hostile</td>
</tr>
</tbody>
</table>

(TABLE 10.1)
out with sandal wood watch – chandan not surprisingly it is the most
called brand according to the ARN survey 1995.

WEAKNESS :-
Being a Psu. H.M.T. has to tolerate interference from the
Govt. Any new product launch has to be approved by the Govt. It has cope
with excess labour for example in 1990 its Srinagar factory was closed
but it could not layoff any workers. As a part of social obligations, the
company has to setup plants in beck word area. Internal management
system reward seniority more than merit and this incentive to perform is
low. H.M.T. did not read the market correctly and its foray in to the quartz
segment failed as the launch did not have adequate management support.

TARGET MARKET DEVELOPMENT

Techniques Of Target Market Development:-
Target market development is a vital ingredient of overall
marketing strategy. The first step in the formulation of marketing strategy
is to decide upon the target market where it purpose to serve. Target market
is selected after analyzing potential customer in the light of company's
capacity and objectives. Target market development calls for two major
steps - Market segmentation and target marketing.

1. Market Segmentation:
Marketing segmentation is a vital issue in the study of
marketing. The origin of segmentation go back to Robinson, but the
acknowledged father of this concept was really "Wendell R. Smith."

Marketing segmentation means the analysis of a particular total market demand into its constituent parts, so that set of buyer can be differentiate. segmentation has significance both as a marketing tool and as a basic input to marketing and business planning because it can used to formulate 

company "Product Market" objectives by which the company may first to define its market. Position ranges of sands and product varities. second identify gaps which offer significance opportunities for expansion of new product positioning. Third rationalize policies for existing brands, product mixes. Market segmentation plays a twin role namely as a marketing tools & as a basic input to business planning. Its role in business planning is dealt with consumer targeting.

The philosophy of market segmentation serves several purposes of a seller. First a seller may a purposeful analysis of needs and wants of different market segment in a better way and there by he can find out the dormant demand or imperfectly fulfilled needs and wants of customers secondly, this approach makes it convenient to evaluate the size and strength of competitors and the peculiarities of their marketing methods, policies and strategies in a particular market segment. Thirdly, the seller can make finer adjustments of his products and marketing programmes. Fourthly, the seller can develop marketing programmes and strategies as also budget based on clearer idea of response characteristics of specific target markets. In this way, a seller could be succeed with limited resources.

The concept of market segmentation is referred to the act of subdividing of market into distinct subsets of consumers, where any subsets may conceivably be selected as a market target to be reached with distinct marketing mix. By adopting this concept, a seller flourish through developing products for specific market segments whose needs are imperfectly satisfied by the mass-market offerings. Market segmentation involves the creative search for the most usefull segmentation variables.

The major bases for segmenting the entire market for products are:

- Geographic
- Demographic
- Psychographic
- Behavioristic

(I) Geographic:

The variable which are commonly used for geographic segmentation are region, nations, cities, towns, climate, and density. Indeed market potentials and cost differ not only from one location to another but also from one climate to another.

As for H.M.T. Ltd. is concerned, H.M.T. followed Geographic variable segmentation. According to the Geographic segmentation, H.M.T. Ltd. To cope up with the burgeoning demand, H.M.T. setup following units in the backward area in the period of thirty years. The units are Tumkur at Karnataka, Ranibagh at U.P. and Srinagar at Jammu Kashmir. H.M.T. had launched Quartz watches in year 1990's
when Mr Naidu was the chairman, at that period the company the company sale Quartz watches in urban areas but India is rural. So this abortive attempt was failure. Although geographically Indian market is quite homogeneous, but foreign market is not the same as Indian market. H.M.T. have segmented the world market such as Western Europe, Eastern-Europe, Middle East, Japan, Africa, Asian countries, Arab countries etc.

The main problem is H.M.T. did not read the market correctly and it foray into the Quartz segment field as the launch did not have adequate support.

(II) Demographic:

It will include the major variables like age, sex, family size, social class, education, family life cycle, occupation, religion, race and nationality, consumer wants and usage rates are generally associated with these variables.

H.M.T. follows demographic segmentation variables. H.M.T. have covered the entire price range from rupees 350 (shakti) to Rs 15000 (Elegance) and H.M.T. have realized that consumer 'wants' and needs change with age. That is why H.M.T. have launched Utsav, Lalit, Roman Sawarna, Elegance. Sowmya watches for gents and ladies. In 1992 H.M.T. preempted Titan and launched the range “Zap” for children. The main reason as to failure the children watches had positioned as a fun watches but did not succeed because the watch was perceived as a head of its time. In 1991, The first product development center was setup for watch design. This was followed by launch of ranges “Astra and Pace”. Both these were...
mid – pieced plastic watches (Price ranges- 350 - 700), while Astra was targeted at the older buyer, pace was targeted at the teenager, as a direct competitor of Titan’s “Aqura” and Allwyn “Trendy”. In 1995 H.M.T. launched the lalit range, a middle level Quartz watch centered to the middle class consumer.

The gap estimated to the half of the demand was met by the watches smuggled into the country these smuggled watches were strongly pushed by the trade, which enjoyed great flexibility in pricing.

(III) Psychographic:

The major variables which come under Psychographics segmentation are personally personality and life style.

Where as the H.M.T. is concerned, India is the largest market for mechanical watches, and H.M.T. was the major player of the market in mechanical segment till year 1980. In the year of 80’s H.M.T. launched the quartz ranges of watches aimed at the modern young man.

However, because of high price it was a failure. Even after slashing the prices sales did not pick-up.

H.M.T. have covered entire lower class, middle and upper class consumer for lower class, H.M.T. have launched shakti. H.M.T. Tennmax, Astra and pace plastic watches, new sowmya etc. for middle class – lalit, Janta, H.M.T. Tennmax, Sowna, Sangam for upper class – Elegance, Lalit, Gem (Ladies), Roman, Utsav etc.

On problem that H.M.T. faces is that it does not concentrate on the segment which are most responsive to its brands.
(IV) Behavioural:

On the contrary to the above variables is the behavioristic segmentation a market is divided on the basis of buyer purchase, occasions, attitude, benefit and ought, user status, usage rate etc. As a market fact many marketers believe that behavioristic variables are the key starting point in identifying market segments.

Where as the H.M.T. is concerned, its brand is associated with durability, reliability, toughness and affordability — "for a common man". It is fondly known as “Chimti” in the rural areas. H.M.T. have high quality image. H.M.T. already has a tie up with citizen for “design and dials”.

H.M.T. ranges were successful however they were unable to sustain this because of their inability to meet the growing demand for their watches. However poor after sales service and apathy to the consumer’s needs has led to a full in market share.

After segmenting the market on the basis of suitable variables mentioned above, it is essential to scrutinize them carefully to determine the aspect such as:

(I) Which one are least adequate served at present.

(II) Those for which the particular firm’s is best qualified to attract — because of its product, resources, reputation etc.

(III) Those that management would like to make the core of the business over the future, simply on grounds of personal tastes.

Philip Kotler op cit p 201
By scrutinize the total potential market broken down into segments. Processing significance for action, management may well find the several parts of market had gone relatively uncovered, if so it may profit by cultivating those particular markets, using measures especially effective in winning their patronage.

In the view of the above market segmentation is essential. H.M.T. Ltd. Should segmentation the world watch market by suitable bases. Which requires developing a segmentation strategy. So for the long run, H.M.T. should be design appropriate marketing plan.

TARGET MARKETING:-

Target marketing is the process where the marketer chooses what market segment he should cater to (market coverage) and which are most attractive market segments. So in the another way it could be describe that a fairly homogeneous (similar) group of customer to whom a company wishes to appeal. Target marketing is not limited to small segments only to fairly homogeneous once. Every large market. Even what is sometimes called the “Mass Marketing” may be fairly homogeneous and target marketers will delibratly aim it. The basic reason is to focus on some specific target customers is to gain a competitive advantages by developing a more satisfying marketing mix that should also be more profitable for the company/firms. There are three broad market coverage strategy, which are detailed below:

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8 F.J. Kotler W. Lazer (Eds) of cit P-103
11 Philip Kotlar Op cit P -194
(i) Undifferentiated Marketing
(ii) Differentiated Marketing
(iii) Concentrated Marketing

(i) Undifferentiated Marketing :-

undifferentiated marketing which is also know as “Mass Marketing” is probably the oldest alternative available for target marketing. An early practitioner of this strategy was Henery Ford, who created and sold one standard automotive model at a reasonable price to a large and variety of consumers\(^\text{12}\). Under undifferentiated marketing, the marketers assumes that the market is homogeneous in learn of needs. As a result, the marketers offer a uniform marketing mix offers to the market. The advantage of this are lowered costs and uniform simplified plan. In this way, it treat the market as an aggregate, focusing on what is common in the needs of people rather than what is different. The major objective of this strategy is to maximize sales volume without diversification.

This strategy is mainly defended on the ground of cost economic. Under this marketing, the cost of production, inventory and transportation as also communication are kept low as possible. As for as the H.M.T. is concerned. H.M.T. do not adopted the undifferentiated marketing\(^\text{13}\).

\(^\text{12}\) J.R. Enans and Barry Berman, of cit P – 171.
\(^\text{13}\) By Questionnaire of H.M.T. Ltd.
(ii) Differentiated Marketing:-

In differentiated marketing the firm design different products for different segments. In a general way it can say that differentiated marketing is a mid way between undifferentiated and concentrated target marketing strategies. Differentiated marketing creates more sales volume than undifferentiated marketing. A marketers following this strategy decides to go after two or more market segments and develop & separate product and marketing plan for each. The mission of this strategy is to produce product to suit every purse, purpose and personality. The major objectives are to attain higher sales and deeper position within each segment, so as to strengthen aggregatively, the overall position in the market.

Though by adopting this strategy the total sales many increase with a more diversified product line sold through more diversified channel. Those are greatest costs involved because of product modification, shorter runs on production lines, marketing costs, higher inventory costs, and longer advertisement outlays.

As for as H.M.T. watches target marketing strategy is concerned. H.M.T. is following this strategy. Because H.M.T. is realizing the role of differentiated marketing in enhancing the total sales in the today market competition and through this strategy H.M.T. can again attain the previous market share since year 1992-93. Ascending to this strategy H.M.T. manufacture different product line for different consumer’s by which product can be suit the purse of the different level consumers.
H.M.T. watches were the leader product before 1990's. After entrants of the Titan, Timex, H.M.T. has been behind from his market share, which was since 1990's. So to face the market challenge H.M.T. has to change its strategy as per the market orientation as well as consumer behavior.

(iii) Concentrated Marketing:

Some firm/company may face resource difficulties because of which they can not base higher cost involved. Thus in concentrated marketing, they seek to market only specific segment or very few segments. Generally these company/firms have specific knowledge of their customer relationship and customer loyalty is developed. Thus with concentrated marketing, the enterprises need not have to mass produce, mass distribute or mass advertise. It may succeed with limited resources and specialization which in turn, same its large capital expenditure and allow it to denote its cities efforts to one product category.\(^{16}\)

As a matter of fact though concentrated marketing the firm achieve a strong market position in the particular segments. It serves, owing to its greater knowledge of the segments needs and the special reproduction it acquires further more, it enjoys many operating economics because of specialization in the area of production, distribution and promotion. If the segments of the market is well chosen, the firm/company can earn high rates of return of its investment.\(^{17}\)

\(^{16}\) J.K. Ma'ns & Barry Berman Op. cit P. 175

\(^{17}\) Philip Kotler 3RD edition Principals of marketing P.279
As for as the H.M.T. is concerned H.M.T. is following the concentrated marketing. H.M.T. is following this strategy from the year of 1980. When H.M.T. has concentrated his selling basically urban area. But India is rural. So this strategy was not succeed. Today H.M.T. is concentrated his selling in the foreign countries. Mostly in Asia Pacific.

**SALIENT FEATURES OF SELECTED WATCHES MARKET:**

In this section, an attempt has been made to highlight the specific features of selected watches market (An overview of Indian and foreign countries). Here we have selected the few foreign countries exclude with India, which occupy significant place on the list of world watches market and on the other hand we have described about some specific countries where H.M.T. watches selling is maximum or export that countries. First, maximum manufacturing countries have been described have. The maximum produce watches countries are Japan, Hong Kong, China, Switzerland etc. Here it has described the Indian Market and selected world watches market –

(i) Indian Market

(ii) American Market

(iii) China Market

(iv) Hong Kong

(v) Arab countries (i.e. Oman, Quatar, Dubai)

*Question air to the H M T management*
Percapita watch consumption in different world market

<table>
<thead>
<tr>
<th>Country</th>
<th>Consumption per 1000</th>
</tr>
</thead>
<tbody>
<tr>
<td>America</td>
<td>725</td>
</tr>
<tr>
<td>China</td>
<td>50</td>
</tr>
<tr>
<td>India</td>
<td>12</td>
</tr>
<tr>
<td>Hong Kong</td>
<td>131</td>
</tr>
<tr>
<td>Arab countries</td>
<td>17</td>
</tr>
<tr>
<td>Malaysia</td>
<td>14</td>
</tr>
<tr>
<td>Singapore</td>
<td>27</td>
</tr>
<tr>
<td>Neighbor countries</td>
<td>65</td>
</tr>
</tbody>
</table>

(Table - 3.1)
(vii). Neighbor countries

(viii). Malaysia and Singapore

(I) American Market :

American market is the largest watch market in comparison to other import countries. According to the Table 3.1, American per capita watch consumption is 725 Per 1000. As for as H.M.T. watch supply is concern, H.M.T. could be get the better market share if H.M.T. makes the best marketing strategy against his major competitor in the world market.

(II) Indian Market :

H.M.T. watches are the Indigenous product of India. The Indian market is estimated to be any where 18 to 40 million units. This large variation is due to the presence of unorganized sector which has a market of 10 to 40 million units learning the organized sector with a market of 12.7 million unit. The country is peppered with small time assemblers and traders who deal in small volumes on the west coast India smuggled watch movements of China, Hong Kong and Japanese origins the lash of stringent repletion in curbing the activities of smugglers and makers of and spurious watches and high rates of excise duties imposed by the government the major player of the Indian market are Titan, H.M.T. Timex, Allwyn, Biforan, Sito and Sakura with Titan being the market leader followed by H.M.T. and Timex. According to the Table 3.1 Indian market per capita consumption is 12 Per 1000.
Market share of different companies

<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Table market size</td>
<td>10.7 Million units</td>
<td>12.9 Million units</td>
<td></td>
</tr>
<tr>
<td>H.M.T.</td>
<td>51%</td>
<td>31%</td>
<td>23%</td>
</tr>
<tr>
<td>Titan</td>
<td>24%</td>
<td>42%</td>
<td>58%</td>
</tr>
<tr>
<td>Timex</td>
<td>4%</td>
<td>20%</td>
<td>12%</td>
</tr>
<tr>
<td>Allwyn</td>
<td>6%</td>
<td>2%</td>
<td>2%</td>
</tr>
<tr>
<td>Other</td>
<td>15%</td>
<td>5%</td>
<td>5%</td>
</tr>
</tbody>
</table>

(Table - 3.2)
Where as the H.M.T. market share in the India market is concerned the figure has been exhibited in the Table 3.2.

Year 1992 - 93 H.M.T. market share was 51% and 1997 - 98 31%. So it has 20% marketing share reduced during 5 year where as Titan, which marketing share was 24% in the year 1992 - 93 has increase 42% in 1997 - 98 and being the market leader product in the Indian market. In the year 2000 - 2001 market share of H.M.T. is 23%, Titan 58%, Timex - 12%, Allwayn - 2%, others 5%. Titan market share has increases, but H.M.T. market share has decreased.

(III) Hongkong Market:

Hong Kong, the British colony perched on the Term of Mainland China, has emerged as the world most important watch Trading center. Despite of it size, it is the 11th largest Trading economy and market. Hong Kong is unique in the world watch industry. It is at once the world watch exporter the second top watch producer and importer of finished-watch movements and parts. Hong Kong is the longest market for digital watches. Hong Kong import the movements and paste from the different contras, where as the H.M.T. is concerned, H.M.T. has opened his showroom and takes order from Hong Kong. Actually Hong Kong market watches demand is short ally for digital watch. So H.M.T. market share is minimum in the market but H.M.T. is trying to get the better market share.
CONCLUSION: Market analysis & target market is an important factor for the marketing strategy. By the market analysis, company analysis the company overall success in the market through market analysis, company forecasting the sales of the product and product positioning and future prospect. For that SWOT analysis is adopted by the concern. In the SWOT analysis it makes company successful and unsuccessful. It include review both internally influence factors. Over which the company has control & opportunity and threats. Which are external to the company and over which it has no control.

Where as H.M.T. is concern, company always makes the market analysis and for that company time to time analyze through SWOT analysis.

Target market could be divided into two – (i) market segmentation (ii) market target
Market segmentation means to divided the market in to sub sets of consumers. Major bases for segmentation is – Geographic, demographic, Psychographics, behavioristic etc.
H.M.T. followed geographic variable segmentation. H.M.T. set up many unit viz- Tumkur, Ranibagh, Srinagar. In the demographic segmentation, H.M.T. have concern the entire price ranges from Rs. 350 (Shakti) to Rs. 15000 (Elegance) and H.M.T realised that consumer wants and needs change with age. H.M.T. have launched Utsav, Lalit, Roman, for gents and Swarna, elegance, Sowmya watches for ladies. In 1991 H.M T have launched mid priced plastic watches (Price ranges Rs. 350-700) product name is “pace” & “Astra” In the psychographics segmentation.
H.M.T. have covered lower class, middle & upper class consumer. In the behavioristic segmentation, H.M.T. is concerned with durability, reliability, toughness and affordability — “for a common man” H.M.T. have a high quality image so it is known as “chimti” in rural area. By scrutinize the total market broken down in to segments.

Target market is a process, where the marketers chooses, what market segments he should cater to (market coverage) or which market is the most attractive market. Target market could be classified in to three-

(i) Undifferentiated (ii) Differentiate (iii) concentrate

Where as the first target market is concern, H.M.T. does not follow the undifferentiated marketing. Yet the H.M.T. follow the differentiate market because today market is full with competition. Where Titan, Timex, Sakura, Maxima like companies are trying to increase its sales. Where H.M.T. launches various design and feature’s watches for different class of consumer or genetics consumer of different ranges watches — viz- Shakti, Tennemax, Sowmya, Elegence etc. where as the concentrate marketing is concern, H.M.T. had followed this target market since 1990. In the Era concern have concentrated it sales in the urban area. But it could not succeed because India is rural. So today company does not follow this target market.

Today per capital watches consumption in different market Viz- America, China, India, Hong Kong, Arab countries, Malaysia, Singapore, Other neighbor countries its has exhibited in the table. As per the table since 1992-93 different companies market share is H.M.T. 51%,
Titan 24%, Timex 4%, Allwyn 6%, other 15% and since 2000-01 H.M.T. share is 23%, Titan 58%, Timex 12%, Allwyn 2% and other market share is 5%. It means H.M.T. share has been decreased in comparison to since 1992-93. So, Company should try to analyze the SWOT.

Company strength point is company (H.M.T.) watches covers the entire price ranges from Rs. 350 (Shakti) to Rs. 15000 (Elegance) H.M.T. as brand is associated with durability, reliability and toughness and affordability. H.M.T. come out Brail watches and G-10 (Gold Biscuits in the dial), weak point of H.M.T. is H.M.T. does not read the market correctly and do not have adequate management support.