

# 5 Marketing and sales

- ▶ consumer groups
- ▶ branding and promotion
- ▶ formulating a strategic marketing plan

## 5.6 Case study Presnya Taxi



### Discussion

**1** In small groups, try to agree on a definition of the characteristics of taxi users.

Within this group of consumers, which sub-categories do you consider are the most attractive for a taxi company to target?

**2** Read the advertisement for Presnya Taxi. In your groups, discuss how effective you think it is.

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