

To: Reproductive Health Supplies Coalition
From: Abt Associates, Inc.
Subject: Request for Market Segmentation Tools
Date: August 29, 2008

As a member of the Market Development Approaches (MDA) working group, Abt Associates, Inc. is pleased to request for market segmentation tools from all members of the Reproductive Health Supplies Coalition. The purpose of this activity is to facilitate approaches to providing reproductive health supplies which ensure that the needs of different population segments are considered as well as the comparative advantages of different suppliers. Ideally market segmentation approaches should support increased use as well as increased efficiency and sustainability in supplying products and services. Use of market segmentation strategies should help:

1. Inform policy makers and make the case for increased use of market segmentation
2. Facilitate information sharing amongst stakeholders
3. Facilitate increased advocacy and BCC efforts using market segmentation approaches.

Furthermore, market segmentation is essential as a way of targeting appropriate interventions and increasing market supply. Many stakeholders currently implement projects in various countries using market segmentation with the goal of increasing the supply of family planning and other health products to match high demand. This toolkit, once developed, will assist partners in the field to gain information on the total market. It will also facilitate coordination amongst stakeholders and serve as a mechanism to increase advocacy and behavior change communication (BCC) efforts.

Market segmentation can take many forms, so we are looking for as many different examples and approaches as possible. We hope to collect a “toolkit” that will offer a wide range of approaches that offer many options for policy makers. The tools submitted may cover any or all bases for market segmentation, including: income, psychographics, residence, attitudes, knowledge, use and access.

Abt realizes, of course, that documentation for market segmentation approaches may take many forms—some of which may involve proprietary intellectual property. However, it is the hope of the MDA working group that there are enough materials in the public domain that by synthesizing the approaches and providing some basic documentation, policy makers will have enough information to know which approach they want to pursue and where they may go for support in implementation. Examples of documents that could be illustrative in documenting the market segmentation approach include, but are not limited to:

- Conceptual Frameworks
- Case Studies
- Research Protocols

- Statistical analysis methods
- Questionnaires
- Reports on Research Results

The MDA is particularly interested in documenting how a market segmentation approach was useful in defining a supply or demand creation strategy and what results were obtained.

If there are materials or experiences that stakeholders feel might be relevant, but require some additional effort to summarize or synthesize, the MDA members may be able to help with that effort. For such cases, please contact Rebecca Patsika for additional information.

Please submit all tools and related documents by Dec. 1, 2008 to Rebecca Patsika of Abt Associates at e-mail: Rebecca_Patsika@abtassoc.com, phone: 301-347-5388.