

ASSIGNMENT 1:

DUE DATE:
March 21th by Noon

OVERVIEW:

This assignment introduces students to yacht interior design while also developing an understanding about Ferretti Group's demographic/clientele and brand.

GOALS:

This project utilizes technical research and teaches about brand identities and different markets. To complete this project, one must obtain fundamental knowledge of interior design methods for yacht design and define relevant aspects of design problem (goals, objectives, performance criteria).

COMPONENTS + DELIVERABLES:

1. CREATE:

A client profile for Ferretti Group.
(Check out their website and assorted brands)
<http://www.ferrettigroupamerica.com/home.aspx>

EXPLAIN:

- How is the Ferretti group recognized? (Brand/symbol, slogan, etc.)
- Who are the Ferretti Group? (History, values, and operational strategies)
- What is/are their current market(s)?

2. RESEARCH:

Surf on the web and search for the latest news about markets (below find some links)
<http://www.boatinternational.com/yacht-market-intelligence/superyacht-industry-data/superyacht-market-reports>
<https://www.ypigroup.com/en/yacht-news-events/brokerage/news/state-of-the-yachting-market-428.html>
<https://www.ft.com/reports/yachts-marinas>
<http://www.mansionglobal.com/articles/16899-the-new-yacht-hot-spots>

3. DETERMINE:

and decide upon at least one (2) foreign markets from what you found for the FERRETTI 690. Provide rationale for this market selection.

4. DEVELOP:

a profile of your selected market segment.

Market segment is defined as subgroup of people or organization, sharing one or more characteristics that cause them to have similar product needs.

The profile should describe and illustrate what the market segment values, its life attitudes, interests, behaviors, etc. The profile should be graphically rich and have minimal text.

- **Describing market segment demographically:** Demographic characteristics include age, gender, marital status, family size, income, education level, occupation, race, and religion.
- **Describing market segment psycho-graphically:** Psycho graphic information tells you about your audience's attitudes, beliefs, emotions, and values. It includes your target market's family stage, hobbies and interests, type of entertainment they engage in, and lifestyle.

5. PRODUCE:

– an Interior Specifications/Program based on the selected market segment. (Read Chapter One: Identifying Information Relevant to the Yacht Interior) See page 15 for example.

6. PRESENT:

Market Segment Profile – pdf format.