SPECIFIC CUSTOMER GROUPS IN THE CZECH MARKET

Abstract
Numerically significant and growing social groups that have their own characteristics and which are becoming an important customer groups in the Czech market, are seniors and people with diabetes mellitus. Yet in many marketing investigation you can meet with fact that these social groups, especially senior citizens numbering in the Czech Republic over 2 million people, as consumers on the market neglects. Their consumer demand for products and services at a steady pension is an important source of income range of enterprises in the region.

The findings presented to in the Article also emerged from the project solution in the IGA PEF CZU in Prague 201111210060, „Developments of food consumer basket for consumers with disorder diabetes mellitus“

Key words
Market, internal trade, senior, diabetes mellitus, goods

JEL Classification
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