

**1 Understand how to target a market** Name: \_\_\_\_\_

Identify 5 ways that customers vary:

- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_

Below are 2 boxes of biscuits. Use your answers above to explain when these would match the needs of customer segments.

Biscuit 1

Biscuit 2



Biscuit 1

Explanation

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Biscuit 2

Explanation

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Define the term market segmentation.

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Identify with examples 4 types of segmentation.

- A \_\_
- G \_\_\_\_\_
- O \_\_\_\_\_
- I \_\_\_\_\_

State two benefits of market segmentation.

- \_\_\_\_\_
- \_\_\_\_\_

**Extension:** Select a market that you have some knowledge of e.g. trainers, jeans, cinemas. Design a poster to show how this market uses segmentation.