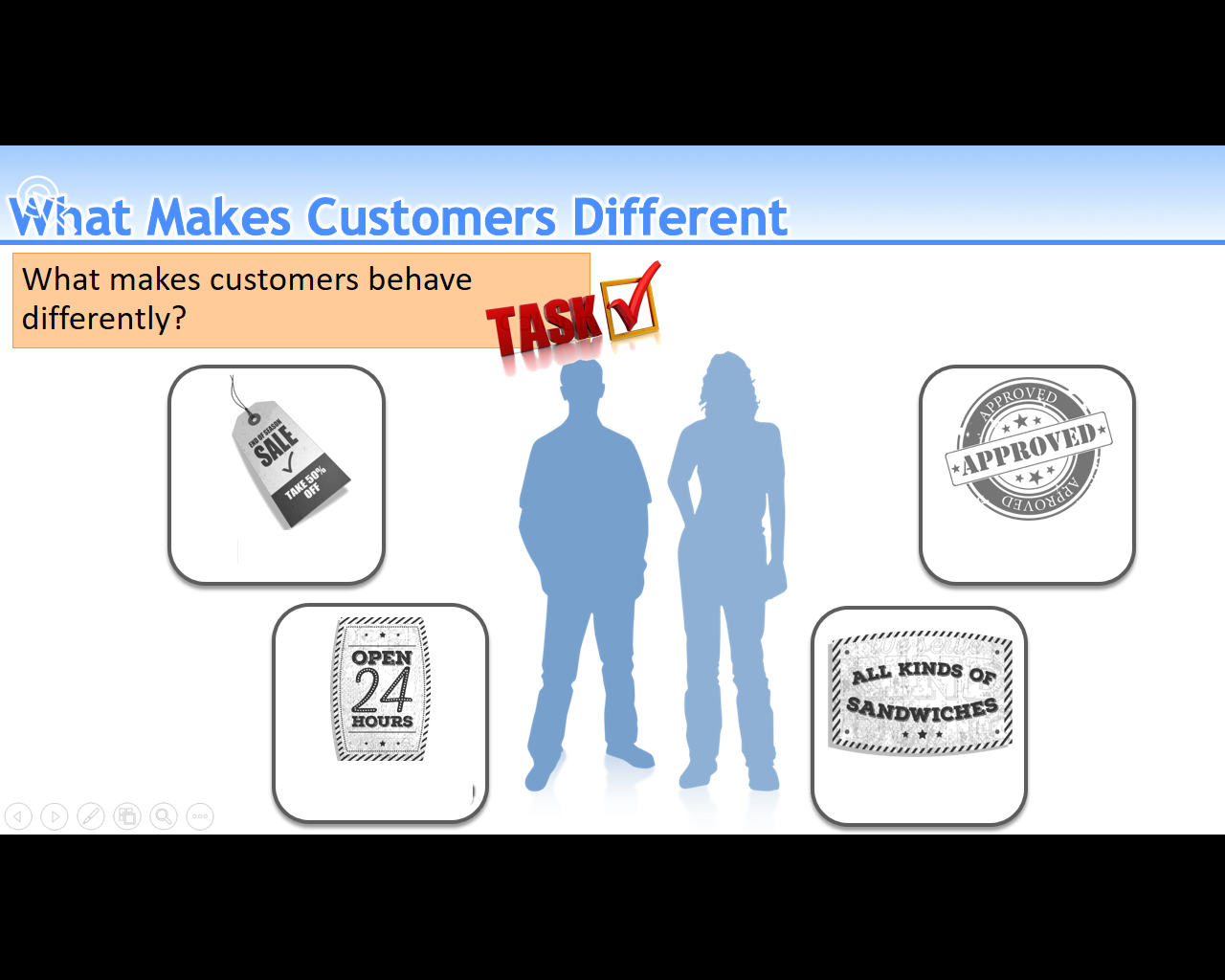
1.1, 1.2, 1.3 – Market Segmentation

The Need for Customer Segmentation

Do Now!



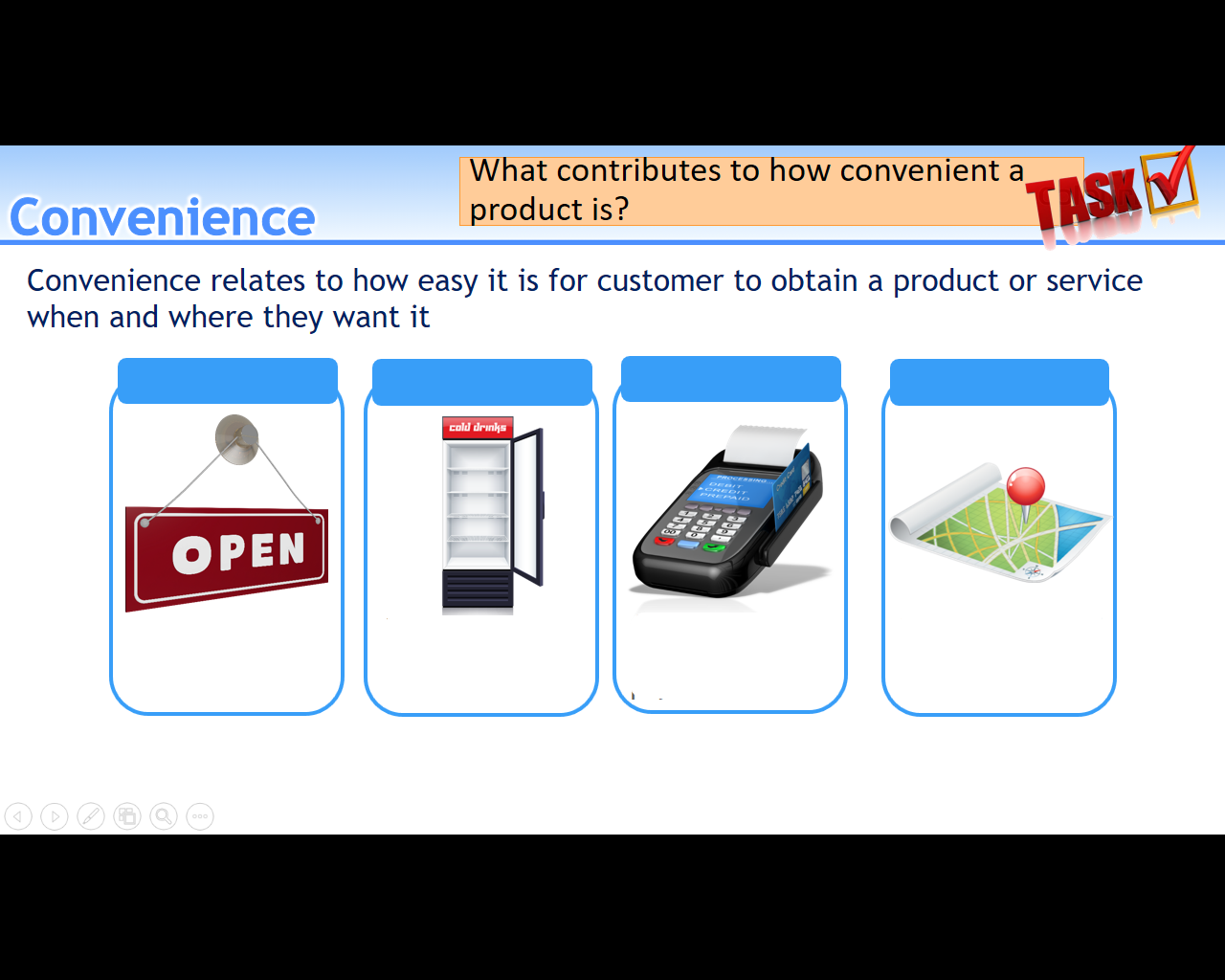
**Price**



**Quality**



**Convenience**



**Choice**



1.2 - Types of Market Segmentation



|  |  |
| --- | --- |
| Segment Type | Description with examples |
| Age |  |
| Gender |  |
| Occupation |  |
| Income |  |
| Geographic |  |
| Lifestyle |  |

1.3 - Benefits of Segmenting the Market

