

Handbook Of Market Segmentation Strategic Targeting For Business And Technology Firms

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Market segmentation Wikipedia

Market segmentation is the activity of dividing a broad consumer or business market normally consisting of existing and potential customers into sub groups of consumers known as segments based on some type of shared characteristics In dividing or segmenting markets researchers typically look for common characteristics such as shared needs common interests similar lifestyles or even

Target market Wikipedia

Selection of a target market or target markets is part of the overall process known as S T P Segmentationâ†’Targetingâ†’Positioning Before a business can develop a positioning strategy it must first segment the market and identify the target or targets for the positioning strategy

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