

MARKET SEGMENTATION

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ANALYSIS OF DEMAND



2

CONDUCT MARKET SEGMENTATION

3

SELECT TARGET SEGMENTS



4

POSITIONING OF PRODUCTS

STEPS



WHAT IS THE MARKET SEGMENTATION?

IN MARKETING IS THE PROCESS OF DIVIDING A BROAD TARGET MARKET INTO SMALLER, MORE MANAGEABLE SEGMENTS BASED ON SHARED CHARACTERISTICS SUCH AS DEMOGRAPHICS, PSYCHOGRAPHICS, BEHAVIOR, OR GEOGRAPHIC LOCATION. THIS ALLOWS BUSINESSES TO TAILOR THEIR MARKETING EFFORTS MORE EFFECTIVELY TO MEET THE NEEDS AND PREFERENCES OF SPECIFIC GROUPS WITHIN THE MARKET

