**Targeting Customers**   
**Activities**   
  
1. **Explain how market segmentation and target market are linked?**

Most Companies target specific markets that are picked from the market segmentation graph.   
  
2. **What is the purpose of market segmentation?**

Market segmentation is when the total market is sub-divided into different groups of people who share similar characteristics.   
  
3. **Once the total market is segmented, a business selects a target market. List the different ways a market may be segmented.**

It can be segmented together by:   
· Gender   
· Age   
· Income   
· Education   
  
  
4. **Read the case study on Belle’s Floral Studio and then answer the following questions.**   
**(a) Identify the primary and secondary target markets.**   
The primary market is females aged between 35 and 65.  
The two secondary markets are:   
· Females between the age of 15 and 65 who purchase flowers for special occasions   
· Males between the ages of 15-25 who buy flowers for their partners   
(b) **What is the importance of these target markets to Belle’s Floral Studio?** They represent customers that are important to the business in order for them to keep selling.   
(c) **What four variables does Belle Wilkes use to segment the target markets?**   
**1)** Geographic (Location),   
**2)** Demographic (Population),   
**3)** Purchase decision making (benefits sought),   
**4)** Income level (people’s lifestyles).   
(d) **How does segmenting the total market help Belle Wilkes achieve her long-term business objectives?**

Belle can set out and organise stock to be purchased and sold based on their overall popularity and price and profit.   
  
**5. Copy the following list of ten products into your notebook and, beside each item, write the most appropriate market segment number for that product.**   
(a) **Financial advice-** Young married couple, no children   
(b) **Ballet tickets-** Female teenager, part-time worker   
(c) **Bus tour-** Older single person- female, retired   
(d) **Dolly magazine-** Female teenager, part-time worker   
(e) **Health insurance-** Young married couple- no children   
(f) **iPod- Male teenager-** Full time student\   
(g) **Rover lawnmower-** Younger single person- working, male   
(h) **School textbook-** Male teenager, full time student   
(i) **Computer-** Male teenager, female teenager   
(j) **Furniture-** Young married couple, no children