

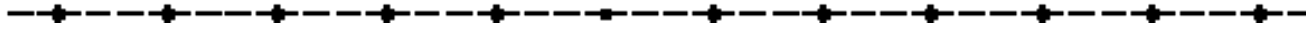


TASK



MARKET SEGMENTATION (*BUSINESS PLAN*)

Department: SALES & MARKETING



Project Description:

Segment your market. Market segmentation is used to help the company focus on different types of potential customers. Identified markets may be divided into workable segments such as: age, income, product type, geography, buying patterns, customer needs, etc.

Guidelines:

1. Conduct online research to better understand the characteristics of market segmentation. *Do not rely solely on the above explanation!*
2. Segment the company's target market
 - a. Age – real and virtual
 - b. Income – real and virtual
 - c. Product Type
 - d. Geography – real and virtual
 - e. Buying Patterns – real and virtual
 - f. Customer Needs – real and virtual
 - i. You must submit documents to substantiate your decision
 1. print out relevant data
 2. explain your decision
3. Document your finding and save
 - a. Type your findings in a well-organized format
 - i. Use paragraph headings
 1. Age, income, etc
 - b. Save in the current year's > Business Plan folder
 - i. File name: Market Segmentation, Division name (i.e., Market Segmentation, Video Cameras
4. Submit for grading with attachments
 - a. Attach in this order from top to bottom
 - i. Task Sheet
 - ii. Market Analysis Rubric with Expanded Explanations for the Market Segmentation from the Business Plan Written Document – Judges' Rubric
 - iii. Market Rubric with Expanded Explanations for the Market Segmentation from the Business Plan Oral Presentation – Judges' Rubric
 - iv. Printout of finished assignment