**ELEMENT 2: ACTIVITY 2: LO3**

**Attracting potential customers**

**PART ONE**

Look at the following businesses and use customer segmentation to indicate the target market for each.

|  |  |
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| **Business** | **Target market** |
| A jeweller designing and making hand-crafted necklaces, earrings, bracelets and cufflinks - often bespoke to a customer’s specific requests. |  |
| A software and mobile app designer specialising in education materials for children and adults. |  |
| A manufacturer of sportswear for running, cycling and general exercise. |  |

**PART TWO**

Referring back to the businesses in Part One, choose suitable promotional activities for each. You may list more than one promotional activity for each business.

Give reasons for your selection.

|  |  |  |
| --- | --- | --- |
| **Business** | **Suitable promotional activity** | **Reasons for selection** |
| Jewellery designer |  |  |
| Software and mobile app designer |  |  |
| Manufacturer of sportswear |  |  |