**PRINCIPLES OF MARKETING PRACTICE**

**LEARNING OUTCOME 3: ACTIVITY 7**

**INDIVIDUAL ACTIVITY**

**Building customer segments**

**Choose a local organisation and use the Internet to research and build relevant customer segments.**

**Use the information from Element 2 to inform your decisions.**

**Make notes under each of the headers below, and then write some segment outlines.**

**Afterwards, explain how the segment you describe meets the criteria of being a useful segment.**

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| **ORGANISATION**  *Explain who they are and what they do* |
| **GEOGRAPHIC** I.e. any particular locations that the organisation wants to appeal to |
| **DEMOGRAPHIC** I.e. any particular age groups that the organisation wants to appeal to |
| **BEHAVIOURAL** I.e. based on any interests or hobbies |
| **PSYCHOGRAPHIC** I.e. any previous likely or typical purchase decisions |
| **BENEFITS SOUGHT** I.e. is there a specific solution or product they may be searching for |
| **DESCRIBE SEGMENTS** I.e. women in urban areas age 25-35, with children, who like luxury goods and need a new car |
| **JUSTIFY THE EFFECTIVENESS OF YOUR SEGMENT** Using criteria from the study guide and on Slide 21 |