

Segmentation Implementation

Step 1

Identify
the main
segments in
the data

Step 2

Profile the
the segments
with detailed
descriptions

Targeting Implementation

Step 3

Develop
measures of
segment
attractiveness

Step 4

Select
the segment(s)
to be
targeted

Positioning Implementation

Step 5

Develop product
positioning for
each targeted
segment

Step 6

Develop marketing
mix for
each targeted
segment

