

Targeting external customers

- ▶ An **external customer** is a person who is not directly connected to your organization other than by purchasing your product or service. This **customer** could be a one-time purchaser or a person your work with long-term, providing add-ons or customization options
- ▶ Example, a person buys a car from a new car dealer (that person is the new car dealer's customer).



Targeting discretionary customers

- ▶ Consumer discretionary is the term given to goods and services that are considered non-essential by consumers, but desirable if their available income is sufficient to purchase them. Consumer discretionary goods include durable goods, apparel, entertainment and leisure, and automobiles.



Targeting discount customers

- ▶ **Discount customers** are also frequent visitors but they are only a part of business when offered with **discounts** on regular products and brands or they buy only low cost products. More is the **discount** the more they tend towards buying.



Targeting need-based customers

- These customers are product specific and only tend to buy items only to which they are habitual or have a specific need for them. ... They investigate features of most prominent products in the market but do not buy any of those or show least interest in buying.



Targeting seasonal customers

- ▶ These customers buy products only available at certain times of the year (Halloween and Christmas, for instance). They spend a lot of money on seasonal purchases. For instance, they buy decorations for festivals, warm clothing when winter comes, gardening product in spring, swim suites in summer, etc.

