Segmentation “Cheat Sheet”

Each Macro Segment can have one or more Micro Segments

Macro Segments – by perception

Macro Segment 1 – People who want to supplement a poor diet

Micro Segment 1 – active athletes who want to replenish nutrients lost during activities

Micro Segment 2 – people with a vitamin deficiency

Micro Segment # – people who want to prevent colds

**For each Micro Segment you need to do everything below for EACH CHALLENGE you will address with the Micro Segment: (if you have 3 challenges and you will use this Micro Segment to resolve two of them, you need to do everything below for this segment for each of the challenges)**

For each Micro Segment:

Working Name – Mother of at least one Toddler

Bulleted List of Characteristics – does not need to be a full sentence

* Demographics –
  + Female
  + 20 – 40
  + Has at least one child 2 – 6 years of age
* Psychographics
  + Buys children’s clothes online
  + Bought children’s furniture
* Technographics
  + History of Purchasing online
  + Has a credit card
  + Has a PayPal account
* Geographics
  + Lives in a suburban or rural area within 10 miles from one of our stores
  + Lives in a city within 5 blocks of one of our stores

Position Statement  
We are the high quality, low cost provider of all natural vitamins with formulas especially developed to supplement the diets of people 65 to 80 years of age.

Micro SWOT Analysis  
Same grid as MACRO SWOT; same methodology. It points out our strengths to be able to achieve one challenge we defined earlier in our plan by following the Position Statement for this Micro Segment. It does the same for weaknesses, opportunities and threats.

Rationale  
What does all this tell you and why does it make sense