4. **Survivors.** As they are more poor than those mentioned in the three other segments, survivors buy, without getting worried and being anxious. They are careful buyers, that always make less purchases.

Since social businesses always choose a segment that is cheap in regard to their object of enterprise, the objective is to reach more buyers. The country plays a crucial role to this strategy to help buyers of low income. First of all it helps informing on what is important for training on marketing and doing business. Second it's more to control buyers of this country. In some other cases, what is difficult to cover through offered professional services, has a concept on buyers and and advantage to social business. The country always tries to save its integrity and help people pay out their debts. This applies mostly on cases of credit cards.