

Set: _____ Team: _____ Case Study # _____ Case Company: _____

Bases of Segmentation

Step 1: In the table below, identify which segmentation criteria are relevant for the market (defined in your competitive analysis)

Step 2: Rank the segmentation criteria based on which have the greatest impact on why a customer might choose your product over a competitors

	Criteria	Relevant: Yes or No	Importance
Geographic (B2B and B2C)			
	World region		
	Country		
	Region of the country		
	Population size		
	Type of region		
Demographic (B2C only)			
	Age		
	Gender		
	Family size		
	Life cycle		
	Household income		
	Occupation		
	Education		
	Ethnic or cultural group		
	Generation		
Psychographic (B2C only)			
	Social class		
	Lifestyle		
	Personality		

	Criteria	Relevant: Yes or No	Importance
Behavioural (B2C and B2B)			
	Occasions		
	Benefits	yes	
	User status		
	User rates		
	Loyalty status		
	Readiness stage		
	Attitude toward product		
Demographic (B2B only)			
	Industry		
	Company size		
Firmographics (B2B only)			
	Operating characteristics		
	Purchasing approach		
	Situational factors		
	Personal characteristics		

Fill in the blanks below explaining the rationale for your top four segmentation criteria (from previous table).

1. Segmenting the market based on the most important criteria, _____, is important because some people in this segment value _____ and others value _____ and others value _____.
2. Segmenting the market based on the second-most important criteria, _____, is important because some people in this segment value _____ and others value _____ and others value _____.
3. Segmenting the market based on the third-most important criteria, _____, is important because some people in this segment value _____ and others value _____ and others value _____.
4. Segmenting the market based on the fourth-most important criteria, _____, is important because some people in this segment value _____ and others value _____ and others value _____.

Combine the bases of segmentation above to identify five different segments the company might consider targeting. Each segment must differ from the others for at least one variable.

1. Segment 1:
2. Segment 2:
3. Segment 3:
4. Segment 4:
5. Segment 5:

Segment Viability

Are all segments viable? (You must be able to justify your responses).

	Measurable	Accessible	Substantial	Differentiable	Actionable
Segment 1	Yes No	Yes No	Yes No	Yes No	Yes No
Segment 2	Yes No	Yes No	Yes No	Yes No	Yes No
Segment 3	Yes No	Yes No	Yes No	Yes No	Yes No
Segment 4	Yes No	Yes No	Yes No	Yes No	Yes No
Segment 5	Yes No	Yes No	Yes No	Yes No	Yes No

Evaluate Market Segments

Which segments are quantifiably the most attractive? Use market research.

		Segment 1	Segment 2	Segment 3	Segment 4	Segment 5
Size						
Growth rate						
Structural attractiveness (Porter's Five Forces)	Competitors					
	New entrants					
	Substitute products					
	Power of buyers					
	Power of suppliers					
Fit with company objectives						
Fit with company resources						

Select Target Market(s)

1. The best target market for _____(company) to use to _____(measurable) by _____(time-based) is segment # ____ because
 - Supporting statement 1:
 - Supporting statement 2:
 - Supporting statement 3:

2. If this alternative proves unsuccessful, the best alternative for _____(company) to use to _____(measurable) by _____(time-based) is segment # ____ because
 - Supporting statement 1:
 - Supporting statement 2:
 - Supporting statement 3:

Positioning Statement

For _____ (your target market) who want to _____,
_____ (your product name) is a/an _____ (category name) that provides _____
(main benefit) and _____ (secondary benefit), unlike _____ (primary competitor) which
_____ (main benefit) and _____ (secondary benefit).

Positioning Grid

Show your relative positioning to competitors on the grid:

y axis
Primary benefit: _____

x axis
Secondary benefit: _____

1. Your Company
 2. Competitor 1 _____
 3. Competitor 2 _____
 4. Competitor 3 _____
- (Use competitors and benefits from your competitive analysis worksheet)

References (At least one should be from SimplyMap or PRIZM. Use APA citations.)

- 1.
- 2.
- 3.
- 4.
- 5.

Segmentation Worksheet Checklist (to be completed by the team prior to submission):

- ☐ Used reliable market research to support segmentation, targeting and positioning choices
- ☐ Analysis and action is well-thought out and communicated
- ☐ Cited sources for all facts and ideas that are not your own, using APA style
- ☐ Correct grammar and spelling