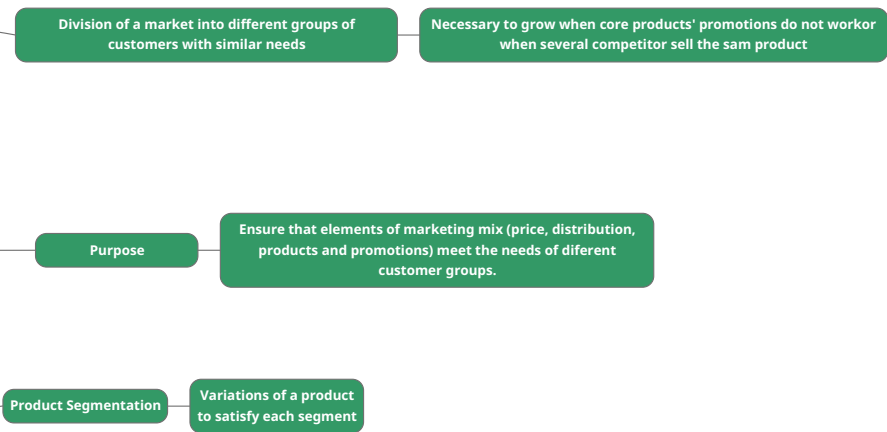
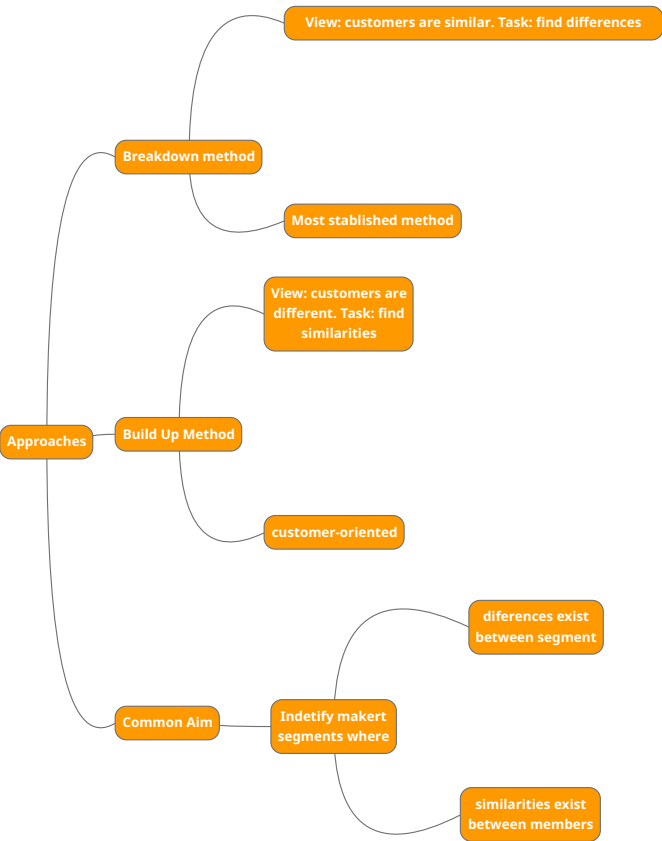


Customer Segmentation

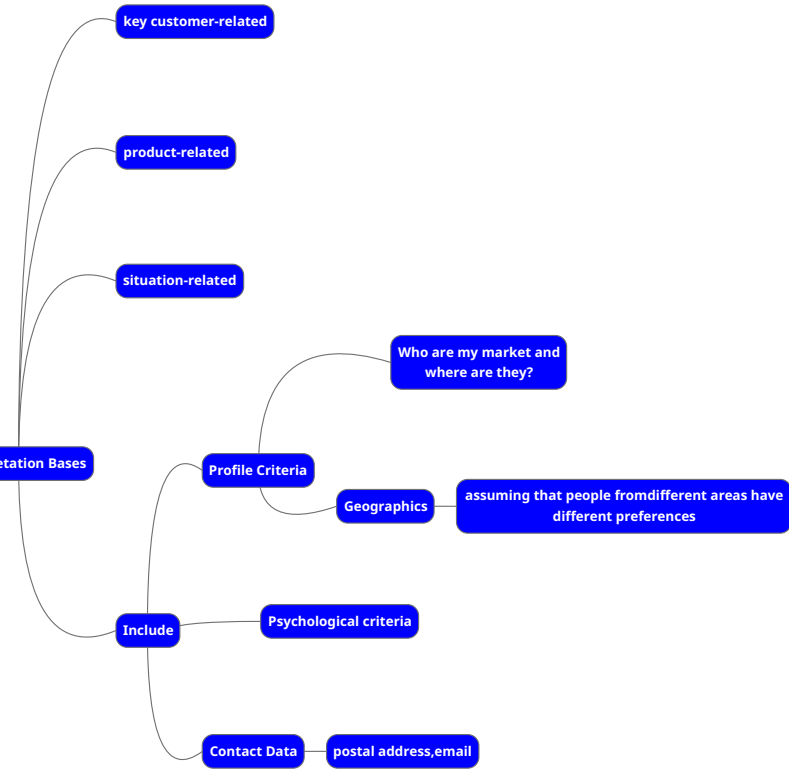
The Concept of Market Segmentation (because its impossible to give a specific product for each person)



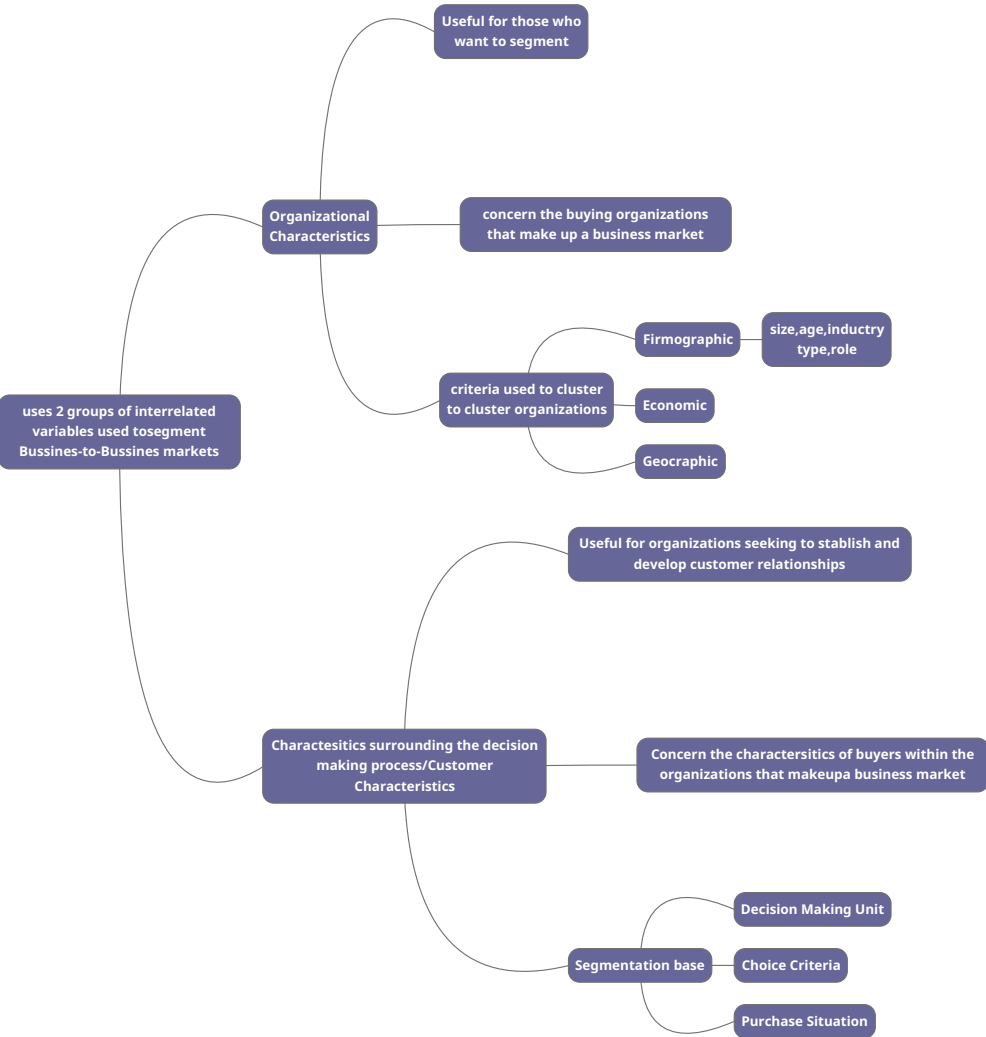
1 The Process of Market Segmentation



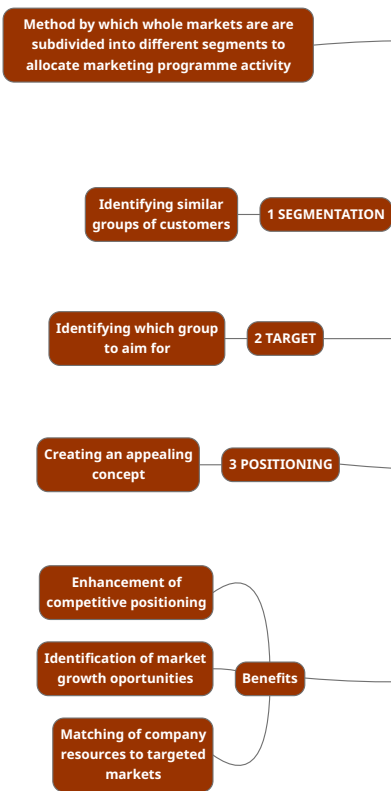
Market Segmentation in Consumer Markets



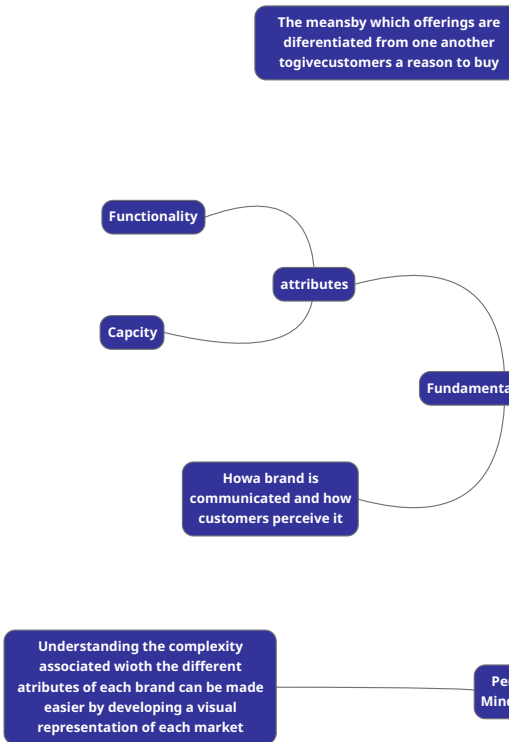
Market Segmentation in Business Markets



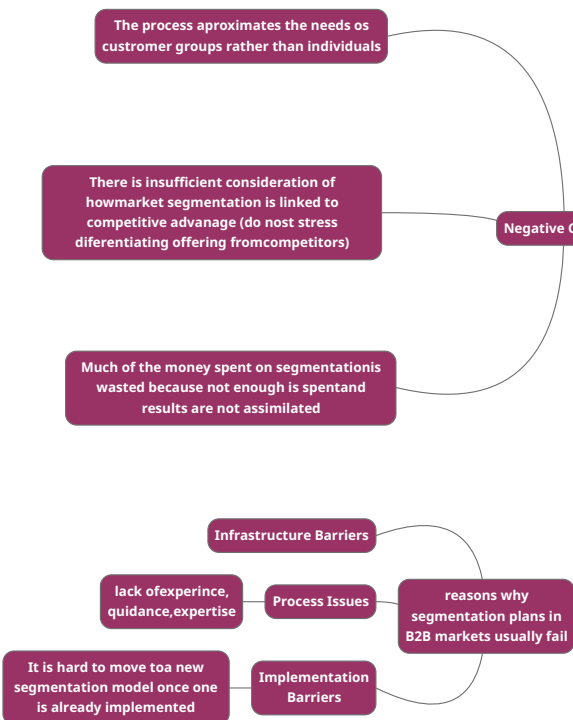
The STP process



3 Positioning



Segmentation Limitations



2 Target Markets

