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**Target Markets:
Segmentation and Evaluation**

Agenda

- What Are Markets?
- Target Market Selection Process
- Step 1: Identify the Appropriate Targeting Strategy
- Step 2: Determine Which Segmentation Variables to Use
- Step 3: Develop Market Segment Profiles
- Step 4: Evaluate Relevant Market Segments
- Step 5: Select Specific Target Markets
- Developing Sales Forecasts

What Are Markets?

- Requirements of a Market
 - Must need or desire a particular product
 - Must have the ability to purchase the product
 - Must be willing to use their buying power
 - Must have the authority to buy specific products

