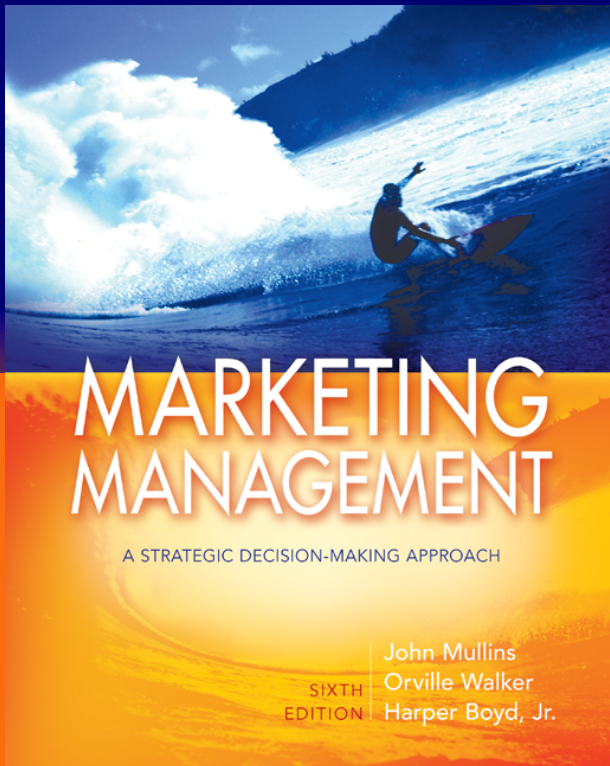
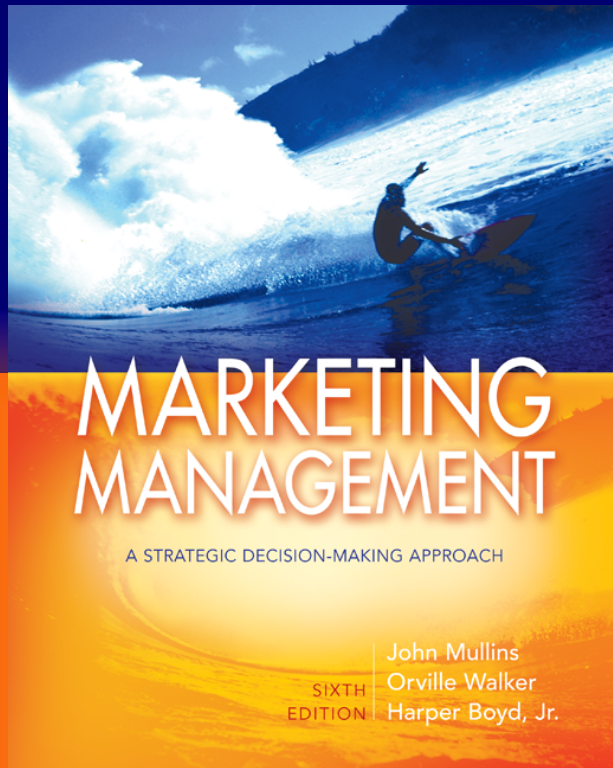


# Chapter 7 Themes for Class Discussion

## Targeting Attractive Market Segments





# What's a market?

## What's a market segment?

# How should market segments be defined? Three good ways to do it.

- *Who* the customers are
- *Where* they are
- *How* they behave

# What targeting strategies are available? When should each be used?

- Niche-market strategy
- Mass-market strategy
- Growth-market strategy