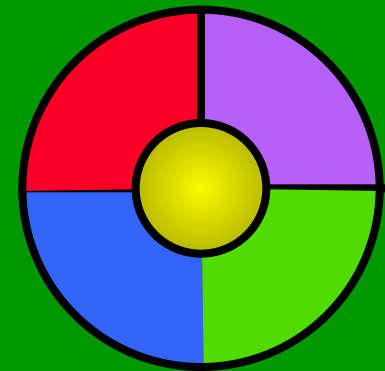
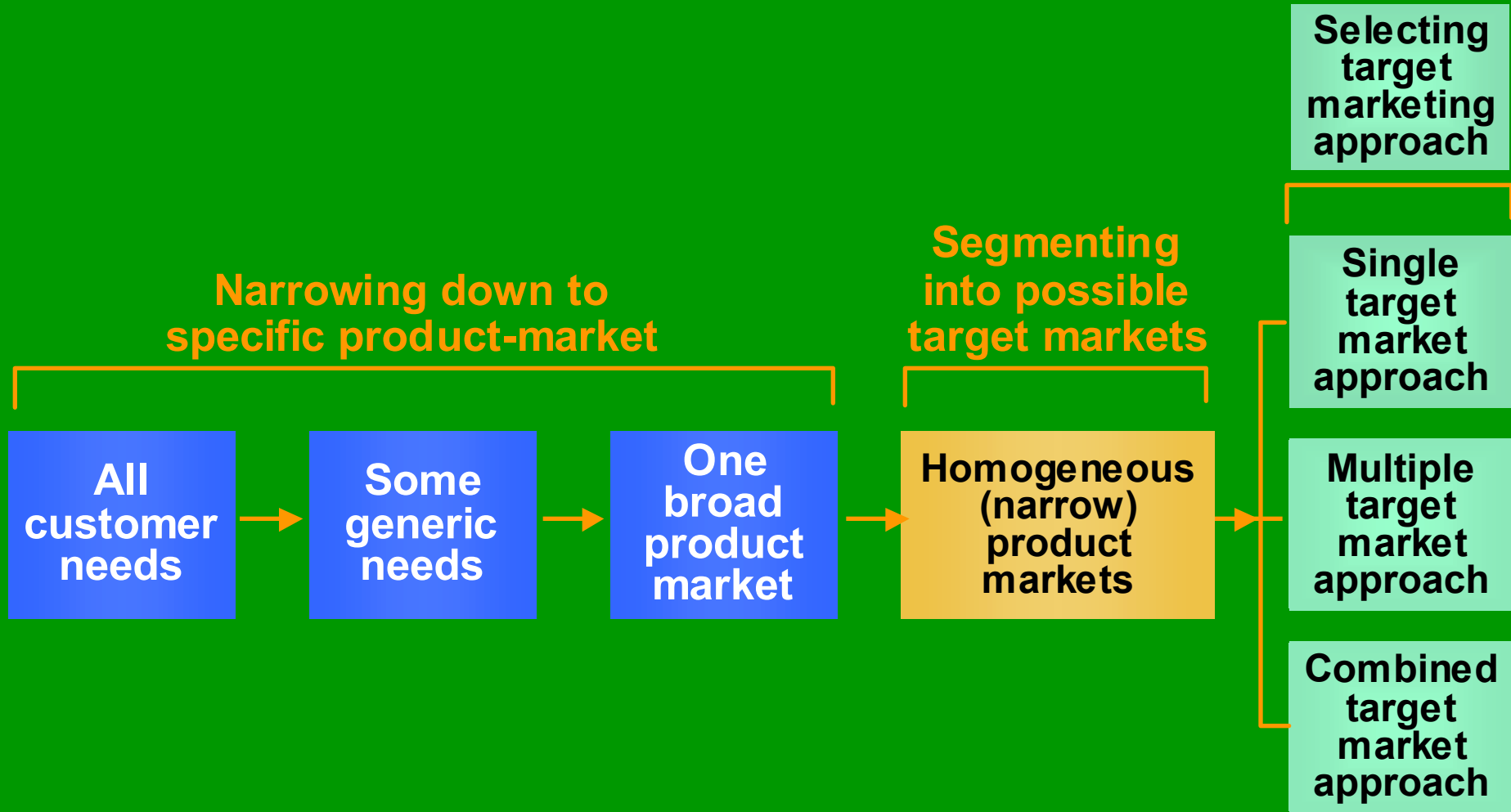


# Chapter 8:

## Finding Target Markets through Segmentation



# Narrowing Target Markets



# Generic and Product-Market Definitions



**Generic  
Market  
Definitions**

**Customer  
(user) needs**

+

**Customer  
types**

+

**Geographic  
area**

+

**Product type  
(good and/or service)**

**Product-  
Market  
Definitions**

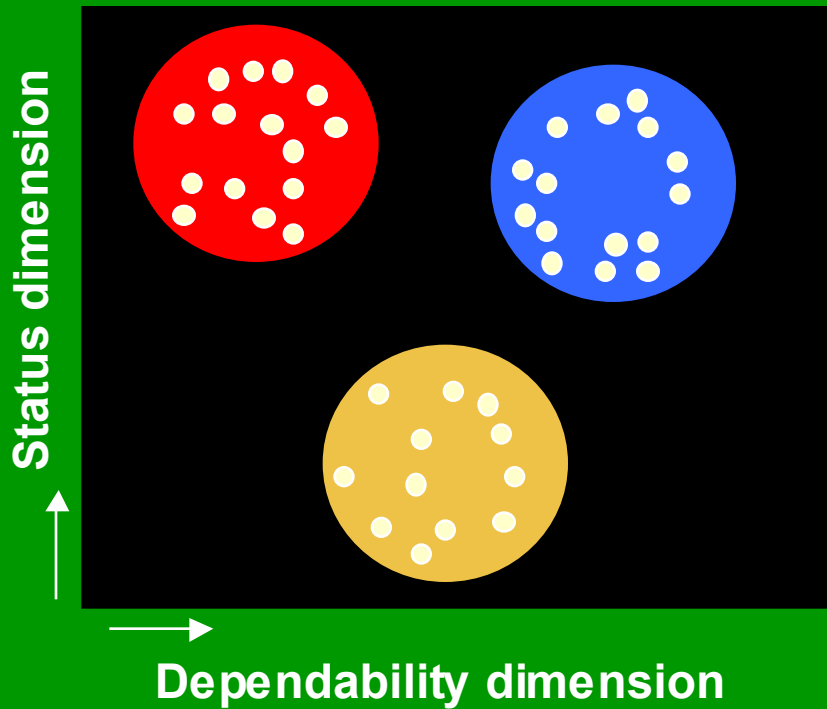
**Exhibit 8-2**

8-3

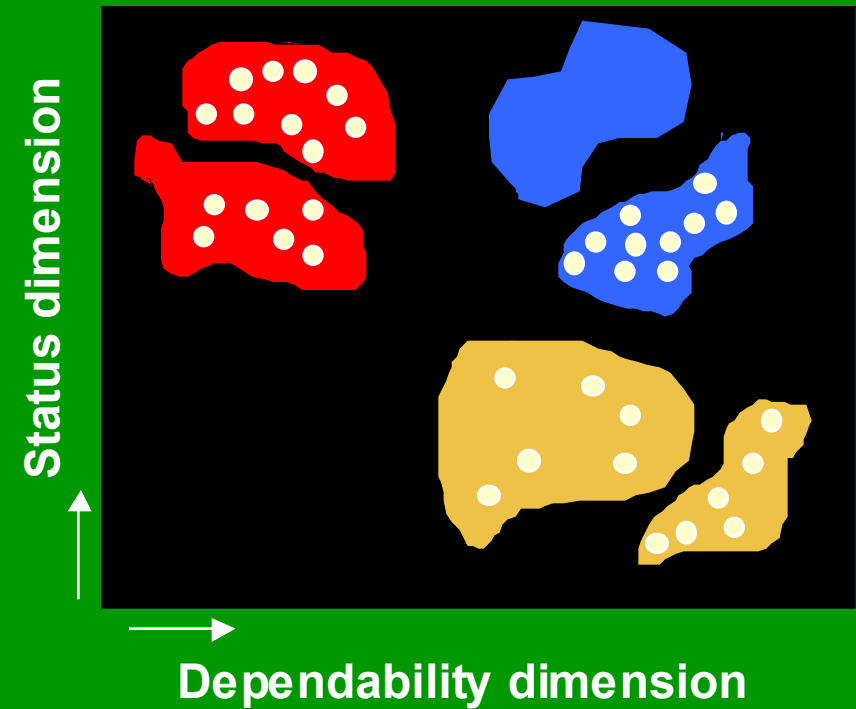
# Market Segmentation



A. Product-market showing three segments



B. Product-market showing six segments



# Market-Oriented Approaches

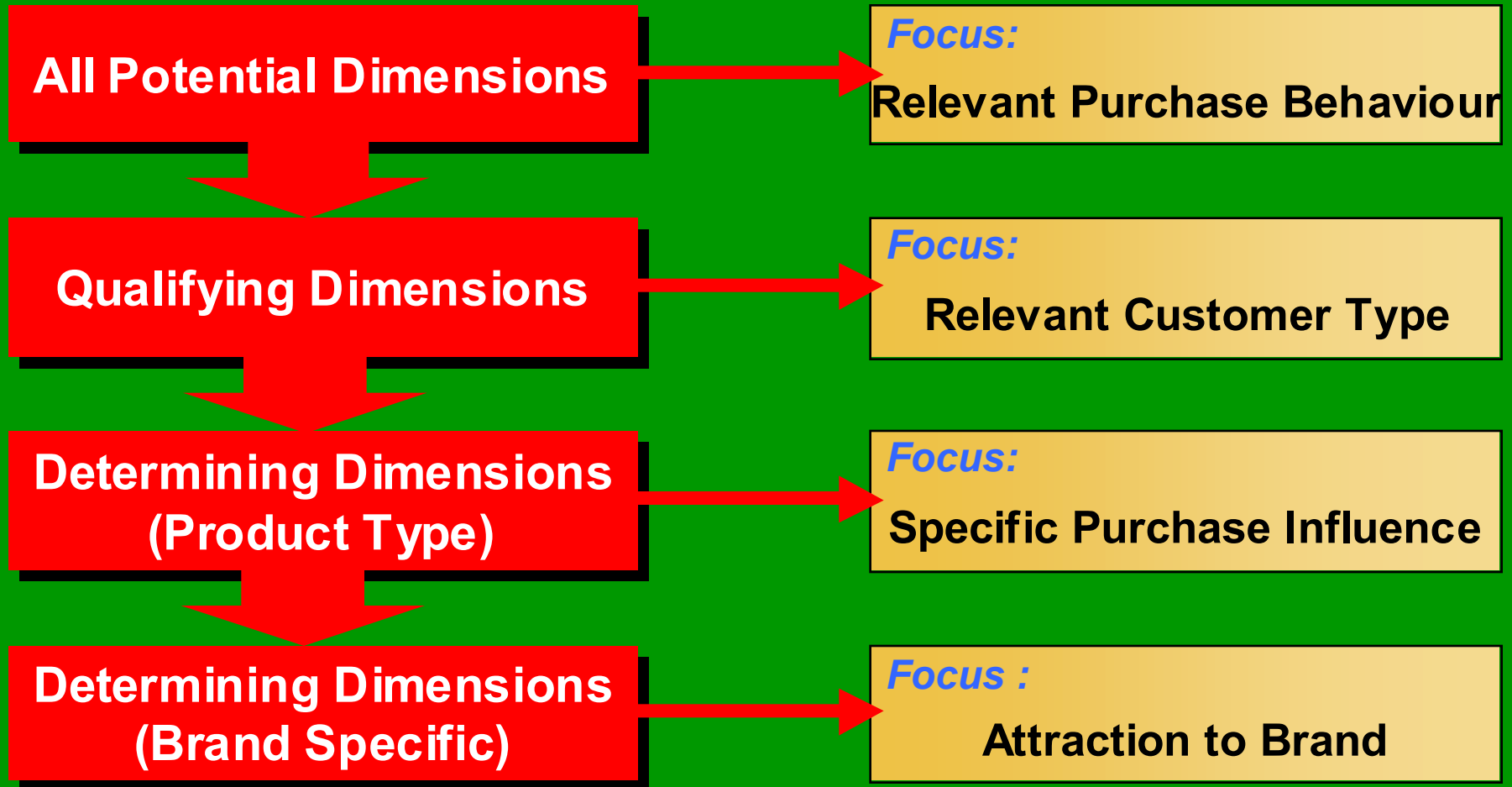


## A segmenter

### The Strategy

**Using single target market approach—  
can aim at one submarket with one marketing mix**

# Segmentation Dimensions



# Positioning of Different Bar Soaps

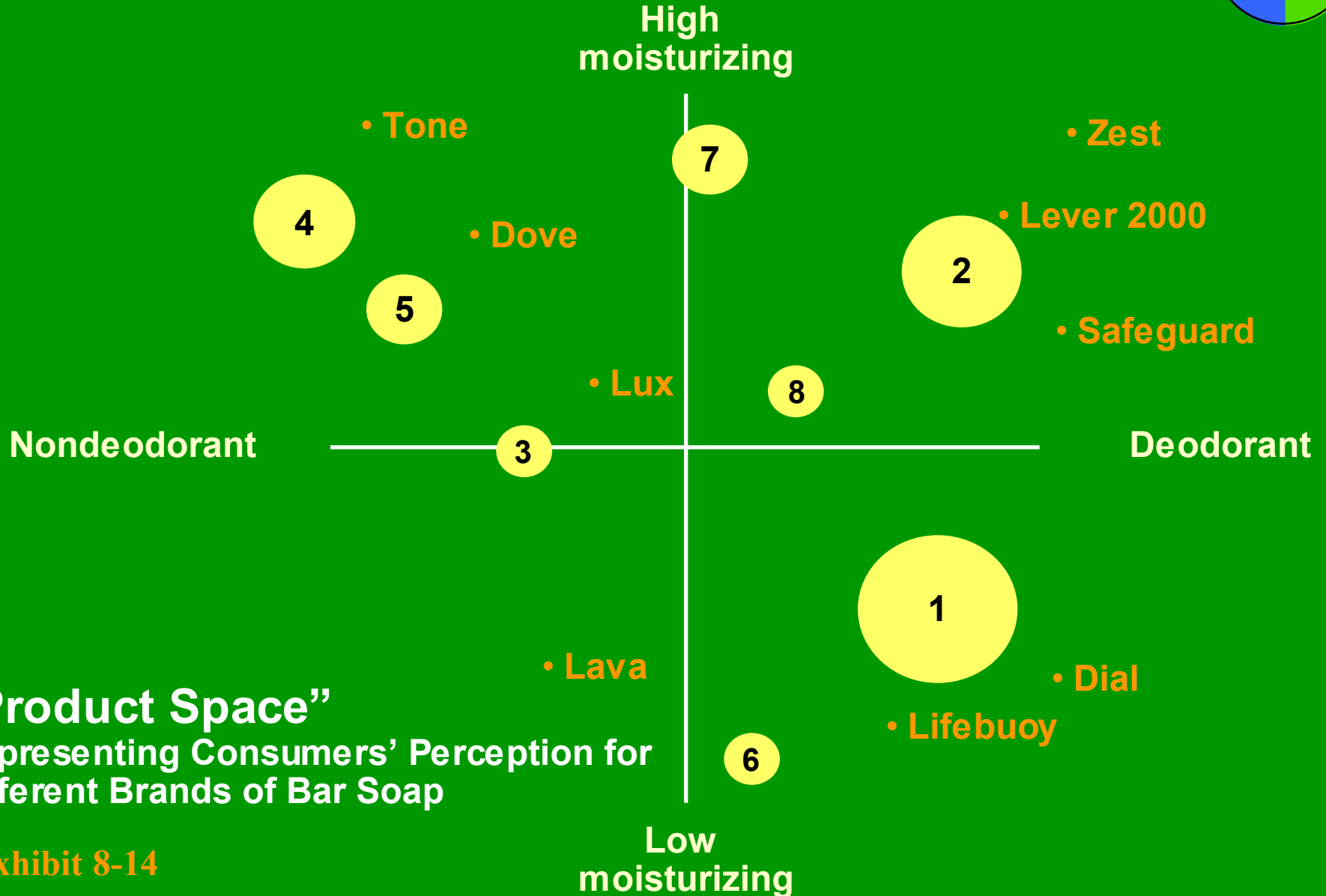


Exhibit 8-14