NAMES:

PERIOD:

**BRAND NAME:\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

**Step 1: Identify Market Segments**

The first step in targeting markets is to separate customers who make up large, general markets into smaller groupings based on selected characteristics or variables (also referred to as bases of segmentation) shared by those in the group

IDENTIFY YOUR TARGET MARKET:

***Market segmentation!***

Identify your market segment

