* 1. **Segmentation, targeting and positioning (STP)**

**Market segmentation: Activity**

**Task 1**

In what four ways can a market be segmented?

|  |
| --- |
| Method 1 |
| Explanation: |

|  |
| --- |
| Method 2 |
| Explanation: |

|  |
| --- |
| Method 3 |
| Explanation: |

|  |
| --- |
| Method 4 |
| Explanation: |

**Task 2**

Think of products that you think are segmented in relation to:

1. Location of customers
2. Social class
3. Age
4. Gender

**Task 3: Magazine task**

In the table provided, identify five different magazines, explain how each is segmented and justify your reasoning.

|  |  |  |
| --- | --- | --- |
| Magazine title | Market segmentation | Reasons why |
|  |  |  |
|  |  |  |
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**Task 3: Mini case study**

Over the past five years Karen has been running a successful burger restaurant in Southampton. Now profits are steadily growing, she is keen to grow her business and looking to set up two restaurants in London. She is aware that this will be a risky decision due to the diverse demographic make-up of the area and the competition she faces, however the larger customer potential will allow her to increase her profits further. To be successful Karen is aware that she needs to develop her menu to meet the demands of this new market.

1. Describe two ways the restaurant market could be segmented.
2. Why is it important for Karen to segment her market as she grows her restaurants into London? Justify your answer.
3. Analyse the possible advantages to Karen of operating in a niche market.