**Assignment Three**

**Task 1**

There are millions of different products and services available in the world, not all of which appeal to the same type of customer. A friend of yours is thinking of starting up a new business and wants to how different products/services have different customer target groups. You have been asked to create a **fact sheet** for six different products/services and describe **how** and **why** groups of customers are targeted.

You must include two business-to-business products/services and four business-to-consumer products/services in your work.

Title?

Introduction?

Explain the difference between buyers, consumers and customers

Buyers are….

Consumers are………

Customers are……….

Market Segmentation

A market can be broken down by many different features. The breakdown can be classified under these segments:

* Geographic
* Demographic
* Psychographic

EXPLAIN WHAT EACH OF THESE MEAN – use subheadings to breakdown your work and give it some structure.

In the next part of the task I am going to describe the different markets for different types of products/services. The 4 products/services I am going to look at are:



I will also look at two business to business sales and describe their market segmentation. The two business agreements I am going to look at are:



Example One

Use the subheadings below to explain the different types of market segmentation of how the firm you are looking at sells to these specific people.

Geographic

Demographic

Psychographic

You need to do this for all the 4 different business-to-consumer transactions you have identified. You must then do the same for the business-to-business sales.