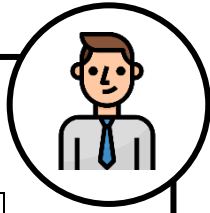


Enterprise & Marketing Assignment 1



1. Explain what Market Segmentation is.

2. Give the names of 10 real businesses and explain how each of them segments their market.

3. State and explain the benefits for businesses in segmenting their market.

4. State and explain the potential disadvantages of a business segmenting their market.

5. What elements does a Customer Profile usually contain?

6. Produce a written Customer Profile for JD Sports™. You could use the Internet first to research their product range.

7. Produce a written Customer Profile for Lush™. You could use the Internet first to research their product range.

8. What are the benefits for a business in creating a Customer Profile?