**Unit R065: Design a business proposal**

**Task 1**: **Identify the customer profile for a business challenge product**

**Meaning of Market segmentation**

(Research and write down meaning of market segmentation here. In addition, explain reasons for segmentation eg- customer needs and behaviour differs; it is hard to target everybody; not everyone can buy a product etc.)

**Benefits of market segmentation for a business, using real examples**.

Explain benefits of market segmentation to “Progress Ahead”. Give example to illustrate your point.

**Methods/Bases of Segmentation**

(Try to give reason for each method of segmentation)

Age

Gender

Income

Lifestyle

**Occupation**

**Geography**

**Culture/ ethincity**

**Customer Profile for ‘Progress Ahead’ accessories**

(You need to choose one of the customers – adult, children or infant, then describe them based on the following criteria below)

**Age**

(what age range do you have in mind to target)

**Gender**

What is their gender?

**Income**

Describe their income level, how much will they be willing to spend?

**Lifestyle**

**Occupation**

Eg - are they professionals, unskilled, self-employed. What type of job do they do? etc

**Interest**

(What do they enjoy doing? E.g – holiday-making, travel, etc)