

## Segmentation

Market segmentation is an essential consideration for the formulation of the right marketing strategy. Segmentation divides the target market into various sub-markets, each with its own market profile. You should apply different marketing and pricing policies to the different market segments.

For a service chain with many outlets, overall market segmentation as well as local market segmentation are major considerations. For a single location service business, local market segmentation is of prime concern. The main segmentation keys for services are:

- Type of service sold - financial services, auto repair, pest control, health care, etc.
- Kind of service- in-the-home service, roadside, authorized factory service, etc.
- Customer type
- Market Size and Trends

Note : It is recommended to use the Market Segmentation table in your presentation.