- Involves the development of a number of different marketing mixes for different segments.
- Allows a business to tailor its offerings to suit different segments.
- Spreads risk across market segments.
- Requires a detailed overview of the market and its development potential.
- Can dilute a company's efforts.

**Undifferentiated targeting strategy**
- Least popular and demanding strategy.
- Assumes that the market is one homogeneous unit with no significant references.
- One single marketing mix serving all needs.
- Relatively inexpensive.

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**Criteria for successful segmentation**

- Distinctiveness
- Tangibility
- Accessibility
- Defendability *(Defend your place in that market)*
- Scale

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**Differentiating markets**

→ **Product Differentiation**
  - Features and benefits
  - Quality
  - Performance
  - Innovation
  - Consistency
  - Reliability
  - Style and Design
  - Durability
  - Repairability

→ **Personnel Differentiation**
  - Hiring techniques
  - Training techniques
  - Customer focused

→ **Image Differentiation**
  - Images that reflect the 'soul' of ethos of the company

**Product positioning**