

Summary

Throughout the research, it had been ensure that the success of the organizations within their markets or the new markets would b based not only of the effectiveness of their operations or their products, but also on the choosing of the right customers the organizational production should be focusing on the providing the right product to the right customers. This will mean that the organizational capabilities to develop new products should be altered to the extent that the new products will be meeting the customer' demands and needs. After the segmentation of the market, into homogenous similar customers, the organizational marketing management should be focusing on the assessment of the most attractive and the most profitable segment. The choice of the target market, as had been illustrated above would be based on the size of the market, the degree of competition in the market, the rate of growth, the purchasing ability, as well as the degree of fitness between the organization and the customers. On the other hand, the nature, characteristics, backgrounds, and personalities of the customers within each segment should be assessed for ensuring that the products of the company will be meeting the specific needs and demands of the customers. Furthermore, organizations should be focusing on the choice of the size of the market that will not only be profitable but also will meet the capabilities of the organization. For instance, the marketing managers should not be targeting the markets that are not too narrow to make profit, nor too wide, so will the marketing efforts be affectless. Throughout the analysis of the main features of the target customers, the organization should be aware of the real customer of its products not the apparent one. For instance the marketing efforts should be directed toward the real customers, who would actually purchase the

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