

An interesting phenomenon has raised its head in recent time where companies are focusing on regional markets in an effort to counter globalization. In this regionalization companies focus on geographic locations treating them as markets. For example; PEPSI has four regions within USA to focus on individual market segment and designing a market program.

2. Range of Products

A set of variations of the same product platform that appeal to different market segments. In other words a complete portfolio of products, manufacturers or markets can offer.

“PRODUCER DEMAND”

An economic behavior shown by the manufactures of some products which includes their ideas for producing items, prices and their resources. i.e.

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