- 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

Criteria for successful segmentation

Distinctiveness

Tangibility

Accessibility

Defendability *(Defend your place in that market)*

Scale

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