

CUSTOMER SEGMENTATION

Some of the key things to consider when you have identified a business opportunity:

Customer Segmentation

- Customers stand in the centre of any successful business.
- Even the best ideas are worthless if no one buys the product or service. Most enterprises serve different groups of customers (customer segments) that share certain characteristics.
- Identifying the different segments is the first step and it helps you to learn more about each of them.
- Once you have stepped into your customers' shoes, you can target your product or service and marketing activities better.

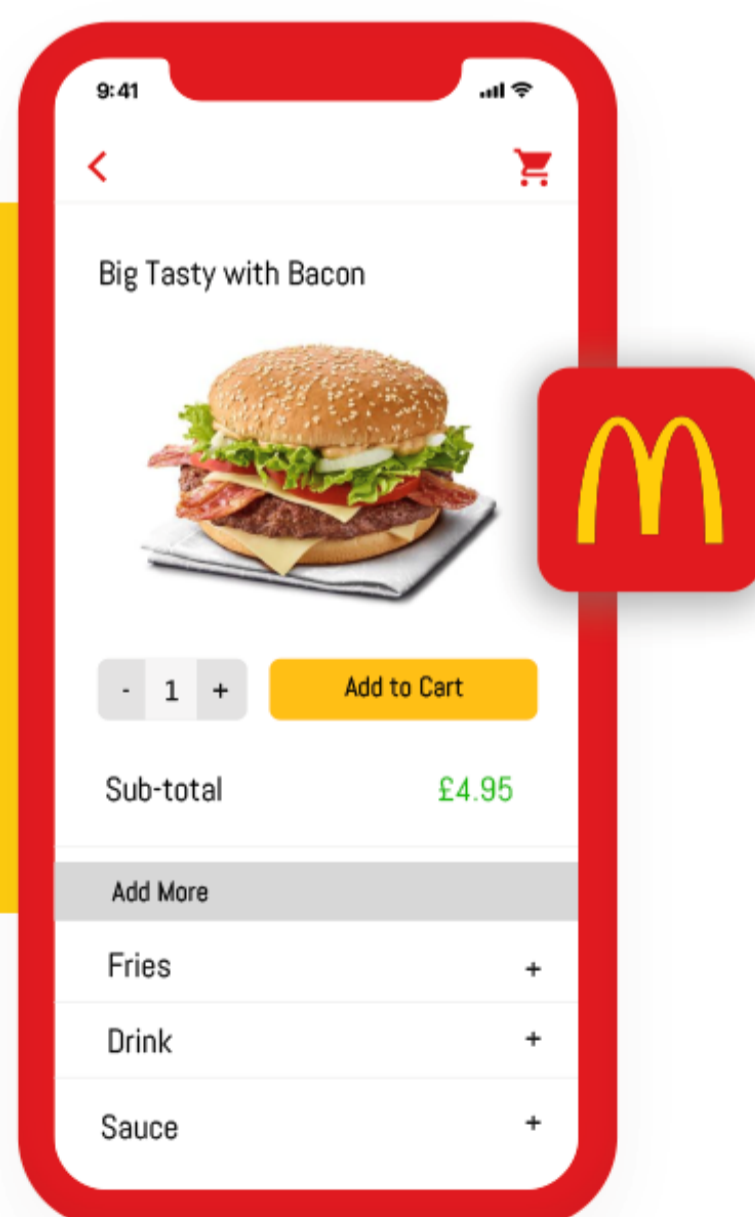


A customer is a user, buyer, the payer and the one who benefits from your product or service offering.

Example of Customer Segments

McDonald's has locations in 101 countries. More than 36,000 restaurants around the world and serves 69 million people every day.

Source: ThoughtCo.



McDonalds is one of the biggest take-aways outlet in the world, serving a lot of customers.

They are able to successfully serve all their customer because they have segmented the customers into groups with different needs and they address those needs with specific products.

Examples of McDonalds customer segments are:

- **Kids**, who are served with Happy meal and play areas.
- **Families** who are served by family meals.
- **Working adults** served by grab and go meals.
- What other segments do you see?

