**What is Market Segmentation?**

**Cambridge National in Enterprise & Marketing**
R064 Learning Outcome 1

**What is the purpose of Market Research?**

**Explain each of these ways a market can be segmented…**

☆ **Age** –

☆ **Gender** –

☆ **Occupation** –

☆ **Income** –

☆ **Geographic** –

☆ **Lifestyle** –

**How do customers vary (how are they different)?**

**What is Primary (field) Market Research? Give example methods…**

**What are the benefits of Primary (field) Research?**

**What Customer Feedback Techniques are available for business start-ups?**

**What are the drawbacks of Primary (field) Research?**

**What is Secondary (desk) Market Research? Give example methods…**

**What are the benefits of Market Segmentation?**

**Why are Customer Feedback Techniques useful for new business start-ups?**

**What are the benefits of Secondary (desk) Market Research?**

**What is Market Research?**

**What are the drawbacks of Secondary (desk) Market Research?**