

SEGMENTING THE INDUSTRIAL MARKET

Like consumer market, industrial market can also be segmented. This segmentation is an appropriate for industrial products as for consumer products. Some important bases are as follows:

- Type of business activities bases
- Geographical location bases
- Usual purchasing procedures bases
- Size of user

Industrial market can also be segmented on the bases of:

- Demographic Bases
- Situational Variables



Segmenting The Industrial Market

Jean-Marie Choffray, Gary Louis Lilien



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