Market Segmentation

Name of student:



Teenage girl

Rouda is grade 12 girl living in Ajman and she wants to study fashion designing at private University in Landon.



Dr. Sami Famous doctor

Dr. Sami is famous doctor in UAE and lives with his family in Dubai. He also gives frequently travels to educate other doctors around UAE.

Product	Who will buy and why?
Luxury car	I think, _____ will buy the luxury car because _____
Selfie camera	I think, _____ will buy the selfie camera because _____
Formal situs	I think, _____ will buy the formal suit because _____
Fashion fur Jacket	I think, _____ will buy the fashion fur Jacket because _____

Demographic – Age, Job, Income, gender, and interest.
Geographic – Country, climate, population, religion.

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