

Paper –Marketing Management

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## **Topic- Requirements for Effective Segmentation**

To be useful, market segments must have the following characteristics:

1.Measurability-Size, purchasing power, and profiles of the segments should be measurable although certain segmentation variables are difficult to measure

### 2.Accessible

The market segment should be accessible through existing marketing institutions, media and sales forces with a minimum of cost.

### 3.Large enough

Each segment should be large enough to be profitable. The management could treat each single customer as a separate segment.

### 4.Adequate Potential

Marketers should develop segmentation strategies only for substantial segments. Ability to measure the intensity of need and the strength of purchasing power supporting the need can indicate potential of a segment.

### 5.Action ability

Effective programs should be designed for attracting and serving the segment.

