

4.9: Introduction to Target Market Planning

What you'll learn to do: Examine retailer decisions based on target market planning

We defined target markets earlier as the segment at which a firm will focus its marketing activity. In the following sections, we will explore how firms tailor their strategies to their target market. It's important for a firm's strategy to be designed with the target market in mind in order to make the strategy more successful and the firm more profitable.

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