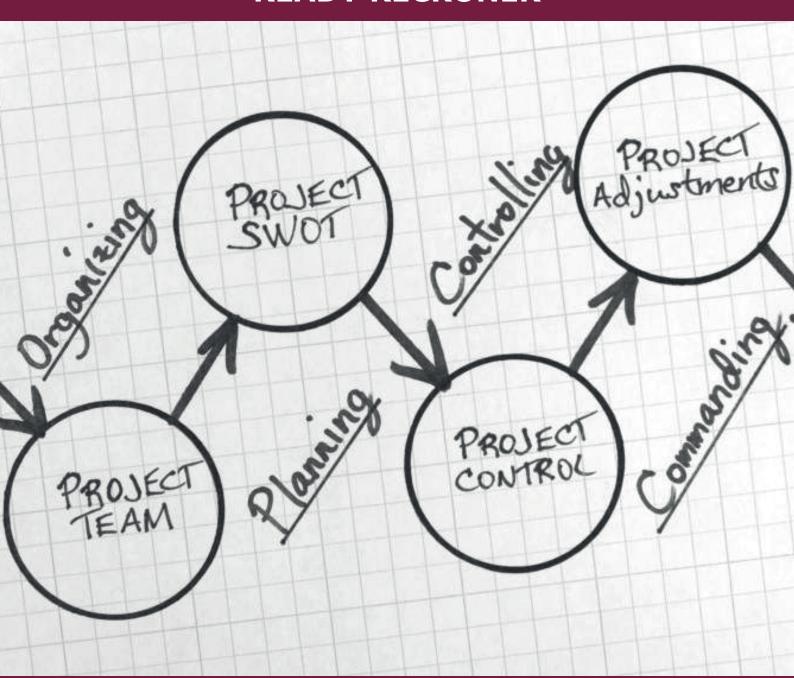


READY RECKONER



Introduction to Marketing

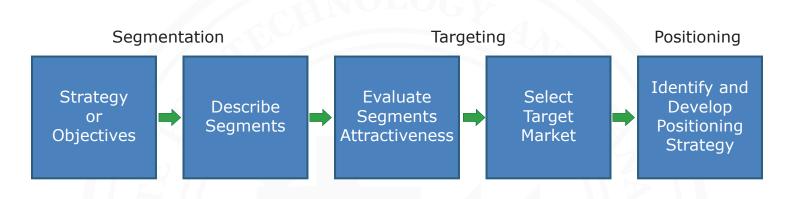


05. Market Segmentation, Targeting, and Positioning

Ready Reckoner

Segmentation-Targeting-Positioning (STP) Process

The Segmentation-Targeting-Positioning (STP) Process is as follows





05. Market Segmentation, Targeting, and Positioning

Ready Reckoner

Positioning and Differentiation

