

Market Research

Questions

1. What products do customers need most often?
2. Using the diagram below, in what section of the city do most people live?
3. What products do students need?
4. Using the diagram, in what section of the city do most seniors live?
5. Using the diagram, in what section of the city do most customers of John's store live?

Targeted Marketing

Direct Mail	Revenue (after 3 weks)	Promotion Spending (3 weeks)
Entire City		
Market Segment		

1. Which mailing was more cost effective?