

This revision sheet looks at market segments, branding and product development.

Products can be targeted towards different market segments.

Market segment	Description	Examples of products
Gender		
Age		
Occupation/job		
Religion		
Income/social class		
Location		
Lifestyle		

What is a brand?

Give examples of brands.

Describe advantages and disadvantages of branding.

Describe activities that would take place before a product is launched onto the market.