**Lesson 3- Target Market, Markets, Industries**

1. What is a Target Market:

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2. In your own words, describe a segment:

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3. Why is it important that a company has multiple marketing strategies?

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4. At this point it time, who do you feel your target market is for the product/service your group chose? \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_.

5. Do you feel that your target market would have any demographic segmentation? Why or why not? Which ones?

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6. What is the definition of a market?

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7. In your own words, what is an industry?

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8. Is there a market for your product? Why or why not?

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9. What would you consider your industry to be? \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_.

10. Are there any products like yours currently on the market? If so, which ones?