

- 2. Jack is an A level student who is undecided whether to go to university or to look for a permanent job in business when he finishes his course. To help decide, he arranged a work placement at Supreme Motors, the local Ford dealership.

Whilst working in the marketing department, Jack noticed that Supreme Motors sold different types of Ford cars to different types of people. As a result, he gained a better understanding of the importance of market segmentation to Ford and its customers.

- (a) Explain, using **two** examples of market segmentation, how Ford **and** its customers can benefit from this marketing approach. [6]

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