




# Cambridge National in Enterprise & Marketing

## R064 – L01 Personalised Learning Checklist



I can...			
Explain the term 'segmentation'.			
Explain how customers and their needs are different (vary).			
Explain the six ways in which a market can be segmented (age, gender etc.).			
Select appropriate ways in which a market should be segmented.			
Explain the benefits that come from a business segmenting their market.			
Describe situations when market segmentation may not be appropriate.			
Explain what market research is.			
Describe the difference between primary and secondary market research.			
Group research methods are primary or secondary.			
Explain the benefits of primary (field) market research.			
Explain the drawbacks of primary (field) market research.			
Explain the benefits of secondary (desk) market research.			
Explain the drawbacks of secondary (desk) market research.			
Describe ways in which businesses can gather customer feedback.			

L01 Assessment Score:		<b>/18</b>
<b>What went well...</b>	<b>Even better if...</b>	