**Market Segmentation paper**

As individuals, you are to choose a large existing clothing company and conduct research.

Key elements that you will focus on are the following:

**Marketing Concept** - How does this companies’ products satisfy customer needs?

**Demographics -** Provide statistics such as age, gender, income, ethnic background etc. of the customers thatshop for these particular products.

**Psychographics** - Gather research on attitudes, social attitudes, interests, and opinions of thecustomers/target market.

**Geographics -** Provide statistics on location and what the customer may need or want.

**Behavioristics** - Give examples of consumer behavior based on knowledge, use, or response to products.

**Fashion Merchandising** - What does this company do in the planning, promoting and selling of products to theconsumer?

**Changing Market** - What does this company do in the ever-changing fashion environment? How does it stayfresh?

Individuals will type a 1-2-page paper in MLA format.