Worksheet Set 5
Building an audit of potential market segments

The following worksheet has been provided to assist you in carrying out an audit of the potential market segments in relation to your organisation's broad marketing objectives. Please feel free to print out several copies so that a different sheet can be completed in relation to a different objective. So space has been provided to allow you to record the relevant objective. However, please remember that this doesn't have to be perfect. Given a potential lack of data, you may wish to use best estimates rather than completely robust data. But you should devote some research and thinking to identifying the extent of your organisation's natural core catchment. When completed you should use the sheets as a basis for selecting the two or three most promising segments.

Market segment audit worksheets

Broad marketing objective to be served:

Segment	Potential reason for use	No. of segment members among current users	Segment potential within catchment	Gap (i.e. further potential)