**NAME(S):………………………………………………………………………………………**

1. **DO YOU UNDERSTAND THE PROCESS STP?**

**ACTIVITY/TASK**

1. Look at the below advertisements.
2. Identify the characteristics of different segments.
3. Propose ideas for positioning the product or service in the targeted segments.

**ADVERTISEMENT NO. 1**



**ADVERTISEMENT NO. 2**



**ADVERTISEMENT NO. 3**



**ADVERTISEMENT NO. 4**



**ADVERTISEMENT NO. 5**

