

2 (a) Explain **two** benefits of market segmentation for VV.

Benefit 1:
.....

Explanation:
.....
.....
.....
.....
.....
.....

Benefit 2:
.....

Explanation:
.....
.....
.....
.....
.....

[8]

(b) Using Appendix 2 and other information, consider the following **three** possible locations for Jemi’s new restaurant. Which location should Jemi choose? Justify your answer.

- Location A
- Location B
- Location C

Location A:
.....
.....
.....
.....
.....

Location B:
.....
.....
.....
.....
.....

Location C:
.....
.....
.....
.....
.....

Recommendation:
.....
.....
.....
.....
.....