**Entrepreneurship Name \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

**Ch. 4 Vocabulary**

1. behavioral segmentation

2. customer profile

3. demographic segmentation

4. geographic segmentation

5. marketing

6. marketing concept

7. marketing identification

8. market segmentation

9. market share

10. psychographic segmentation

11. SWOT analysis

12. target market