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graph LR; subgraph Left [SELECT CUSTOMERS TO SERVE]; S[Segmentation  
Divide the total market into smaller segments]; T[Targeting  
Select the segment or segments to enter]; end; subgraph Right [DECIDE ON VALUE PROPOSITION]; D[Differentiation  
Differentiate the market offering to create superior customer value]; P[Positioning  
Position the market offering in the minds of target customers]; end; S --> C((CREATE VALUE FOR TARGETED CUSTOMERS)); T --> C; D --> C; P --> C;
```

SELECT CUSTOMERS TO SERVE

Segmentation
Divide the total market into smaller segments

Targeting
Select the segment or segments to enter

DECIDE ON VALUE PROPOSITION

Differentiation
Differentiate the market offering to create superior customer value

Positioning
Position the market offering in the minds of target customers

CREATE VALUE FOR TARGETED CUSTOMERS

Segment	Values/ Needs

Segment				
Size				
Reachability				
Value				
Fit				
Competition				
Total				

Share what you create!

Notes:



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