

- ✧ Is time a factor for your customers? Do they need to buy quickly? Do they only tend to buy at particular times of the day/week/year or at particular points in their life?
- ✧ What is the potential for upselling customers into more expensive products? Or cross-selling them into different product ranges?
- ✧ What is the prospect of repeat business? How many of your customers are likely to form a long-term relationship with the business?

Brad undertakes some fairly extensive market research, including telephoning previous customers to find out what motivated them to buy originally and why they did or did not return. He develops a group of five different microsegments who will be the main focus of the new website (and gives each a name, just for fun). These are just two of the five, to give you a flavor:

- ✧ Juan Manband. Juan is a business of one, being both an IT contractor and a home-based internet entrepreneur. He has his fingers in lots of different pies and at least eight different business cards in his pocket that carry his name. He orders his business stationery and printing himself. He finds traditional printing firms difficult to deal with as he doesn't need either logo-design services or large print runs. He is cost conscious but also time poor and tends to trade off the two. He is very willing to order over the internet and do some of the work himself. He does not need his printer to be local.
- ✧ Cara Lotte. Cara is personal assistant and office manager to the managing director of a local business with 50 employees. She handles everything from statutory accounts to payroll to stationery and printing. She prefers the personal touch, local suppliers, and people who keep their promises. She would use the computer for research, but is suspicious of using it to buy