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: .....

.....

.....

.....

.....

.....

[12]