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A STUDY OF MARKET SEGMENTATION IN HIGH-TECH STARTUP VENTURES
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Abstract

Much has been written about the benefits of market segmentation. In fact, it provides the basis of most marketing strategies in larger firms. But while larger firms understand the benefits of market segmentation and put it into practice, many start-up firms seem to ignore or dismiss segmentation as an essential marketing strategy. This paper explores the practical use of market segmentation as it applies to high-tech start-ups, examines its use in those companies, and tries to determine if segmentation strategy is used by start-ups in other, non-traditional ways.

Keywords

high-tech marketing; market segmentation; entrepreneurial marketing