



Teva Online for Business

Customer Criteria Matrix

	Segmentation by Frequency of Use	
	Occasional User	Chronic Ailment
Speed of Service	40	10
Advice from Pharmacist	10	40
Convenient Location	20	30
Broad Assortment (non Rx)	30	0
Store Appearance	0	20
Total	100	100
	Note the emphasis on convenience	Note importance of advice

Segmentation by Age of Consumer			Comments:
Senior	Mid-Life	Twenty-Something	
15	20	30	note how speed of service trends
30	15	10	note how advice trends
20	25	10	location less critical for younger set
5	20	30	assortment more critical for younger set
30	20	20	everyone wants a nice shopping environment
100	100	100	

(NB For illustration only. Two alternative segmentation schemes provide different insights as to who shops where)