

Fig. P.1b2-_: Customer/Market Segments, Requirements

Customer/Market Segments	Revenue	Requirements
Commercial		
Chips Unlimited	20%	Accessibility, wide range of products/services
Cerra Ceramics	10%	
Industrial		
Acme Steel	20%	
Pittsfield Cement	15%	
Government		
Defense Department	25%	
Advanced Technology		
NannyTech	10%	
Potential Customers		
Microsoft	TBD	

Replace exemplary information with information representative of your organization. [Blue](#) underlined words link to [other Templates](#), Results Charts, and [Best Practices](#).

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