Target Marketing Target marketing is one of the most important aspects of marketing. It is a method of identifying a group of potential customers who have similar buying characteristics; thus making it easier to customize products and services. However, markets are increasingly international in scale. Based on this premise, identify and analyze the major components of developing a target marketing program that must adapt products for international markets. In your assignment, be sure to consider the following: A strategy for identifying and evaluating the target market. How will you evaluate a market in a different country? Strategies for obtaining and retaining the identified market. Will your strategy need to be adjusted to different cultures or consumer preferences? How will you determine if and how a product or service needs to be customized for a group? How will you evaluate if the marketing plan has been successful with the identified market? What tools are available and which tools would you recommend to measure success? Your assignment should be 4–5 pages in length, not including title page and reference page. Follow APA guidelines and include references to at least five scholarly resources not required for this course.