Rank & File Market Targeting Scoring Model:

Segment	Size (1-5)	Growth (1-5)	Competition (1-5)	Alignment with Business Objectives (1-5)	Total Score (out of 20)
Segment A					
Segment B					
Segment C					

Scoring Guidelines:

- **Size (1-5):** Rate the size of each segment on a scale of 1 to 5, with 5 being the largest and 1 being the smallest in terms of potential customer base.

- **Growth (1-5):** Evaluate the growth potential of each segment on a scale of 1 to 5, with 5 representing high growth potential and 1 indicating low growth potential.

- **Competition (1-5):** Rate the level of competition within each segment, with 5 indicating high competition and 1 signifying low competition.

- **Alignment with Business Objectives (1-5):** Assess how well each segment aligns with your business's overarching objectives. A score of 5 suggests strong alignment, while 1 signifies poor alignment.

Total Score (out of 20): Calculate the total score for each segment by summing up the scores from the four criteria. The higher the total score, the more attractive the segment is from a strategic perspective.

After completing this scoring model for each segment, you can easily identify the segments with the highest total scores, indicating which segments are the most promising and aligned with your business goals. This can guide your decision-making when selecting target segments for your marketing efforts.

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