For the Kaiser 1 attachment, I am having difficulty with Segmentation. Please update question 7 (Segmentation), question 8 (I need a Mix for each segment of the market), Question 9 (please first segment by gender and then each gender has to be divided into the age segments of <18, 18-25, 26-35, 36-45, 46-55. 56-65 and 65+) and question 10 (Please reference the attachment “Corporate Strategies and Relationship to World Market Strategies”)

For the Kaiser 2 attachment, I am having difficulty with Segmentation. Please update question 1 (I have confused target marketing with segmentation - this is not segmentation, nor is this the marketing strategies (which are market development, product development, market penetration and diversification), question 2 (please explain the augmented product - how will you customize? yes this is augmentation but it’s still not clear, and question 3 (here I am targeting middle aged women but above I targeted seniors, which is it? Also, my rationale makes no sense for the product line.)

For the Sears and Kmart attachment, I am having difficulty with VRIO and SBU. Please update as you see fit.

For the Kmart Marketing Plan attachment, please reference the Marketing Mix attachment, and update as you see fit

**I have four separate inquiries here. Please provide your response for each inquiry in separate attachments.**