

Launch & Grow Session 3 Links

Videos:

An Introduction to Market Segmentation: <https://youtu.be/hnz1kClvHcs>

Extra video: Why Segment your Market? <https://www.youtube.com/watch?v=PQog7xLHXsU>

Business Presentation Week 3: Civic Roasters - <https://youtu.be/XT3AfSO33B0>

Links:

North American Industry Classification System (NAICS) Code: <https://www.census.gov/naics/>