

Customer segmentation is the practice of dividing a customer base into groups of individuals that are similar in specific ways relevant to marketing, such as age, gender, interests and spending habits. Customer segmentation, also called consumer segmentation or client segmentation, procedures include:



<b>Financial Level</b> <small>The individual is classified according to the following levels and gives the number of degrees relative to each level.</small>	Rating Level	Classification Description	Number of Grades
	<b>Level 1</b>	Less than Average: Annual income and expenditures less than EGP 100,000	<b>3</b>
	<b>Level 2</b>	Average: Annual income and expenditures from EGP 100,000 to EGP 500,000	<b>6</b>
	<b>Level 3</b>	Above Average: Annual income and expenditures from EGP 500,000 to EGP 1,000,000	<b>9</b>
	<b>Level 4</b>	Rich: Annual income and expenditures from EGP 1,000,000 to EGP 5,000,000	<b>12</b>
	<b>Level 5</b>	Luxuriant: Annual income and expenditures more than EGP 5,000,000	<b>15</b>
<b>Educational &amp; Cultural Level</b> <small>The individual is classified according to the following levels and gives the number of degrees relative to each level.</small>	Rating Level	Classification Description	Number of Grades
	<b>Level 1</b>	Undergraduate level	<b>3</b>
	<b>Level 2</b>	Bachelor degree from an Egyptian university	<b>6</b>
	<b>Level 3</b>	Bachelor degree from a foreign university in Egypt, or Master's or equivalent degree from an Egyptian university	<b>9</b>
	<b>Level 4</b>	Bachelor degree from a foreign university outside Egypt, or Master's or equivalent degree from a foreign university in Egypt	<b>12</b>
	<b>Level 5</b>	Doctoral or equivalent level	<b>15</b>
<b>Social Level</b> <small>The individual is assigned to each element of the classification separately and is given a score of 0 to 3 degrees</small>	Classification Description		Number of Grades
	Area of residence		<b>3</b>
	Business field / size of the organization in which the individual works		<b>3</b>
	Personal relationships within the family		<b>3</b>
	Personal relationships outside the family		<b>3</b>
	Public figures known		<b>3</b>

.....and based on the above factors, the following is the grading scheme that based on it each individual can know his categorized society segment

Society Segments	Grade		Notes
	From	To	
<b>A+</b>	45	42	<i>The total number of grades missing in one of the categories (financial, educational, social) may not exceed 3 degrees</i>
<b>A</b>	41	39	
<b>A-</b>	38	36	<i>The total number of grades missing in one of the categories (financial, educational, social) may not exceed 6 degrees</i>
<b>B+</b>	35	31	<i>The total number of grades missing in one of the categories (financial, educational, social) may not exceed 6 degrees</i>
<b>B</b>	30	26	<i>The total number of grades missing in one of the categories (financial, educational, social) may not exceed 9 degrees</i>
<b>B-</b>	25	21	
<b>C+</b>	20	16	<i>The total number of grades missing in one of the categories (financial, educational, social) may not exceed 12 degrees</i>
<b>C</b>	15	11	
<b>C-</b>	10	6	

### Coldwell Banker Commercial Advantage (CBC Advantage)

CBC Advantage is a full service commercial real estate company located in New Cairo, Egypt. The company specializes in commercial, industrial, retail, residential, land development, and real estate investment covering the following services:

- |   |  |   |
|---|--|---|
|  <b>Acquisition &amp; Disposition Services</b> |  <b>Corporate Services</b>            |  <b>Tenant Representation</b>         |
|  <b>Capital Services</b>                       |  <b>Distressed Assets</b>             |  <b>Start-up and Small Businesses</b> |
|  <b>Investment Analysis</b>                    |  <b>Landlord Representation</b>       |  <b>Property Management</b>           |
|  <b>Real Estate Development</b>                |  <b>Market Research and Valuation</b> |   |

Our professional agents specialize in various property types and are able to provide a deep knowledge of our market that allows us to formulate the best possible business strategy at all times.

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For more details, please contact | **Sherif Hassan**, Development Director