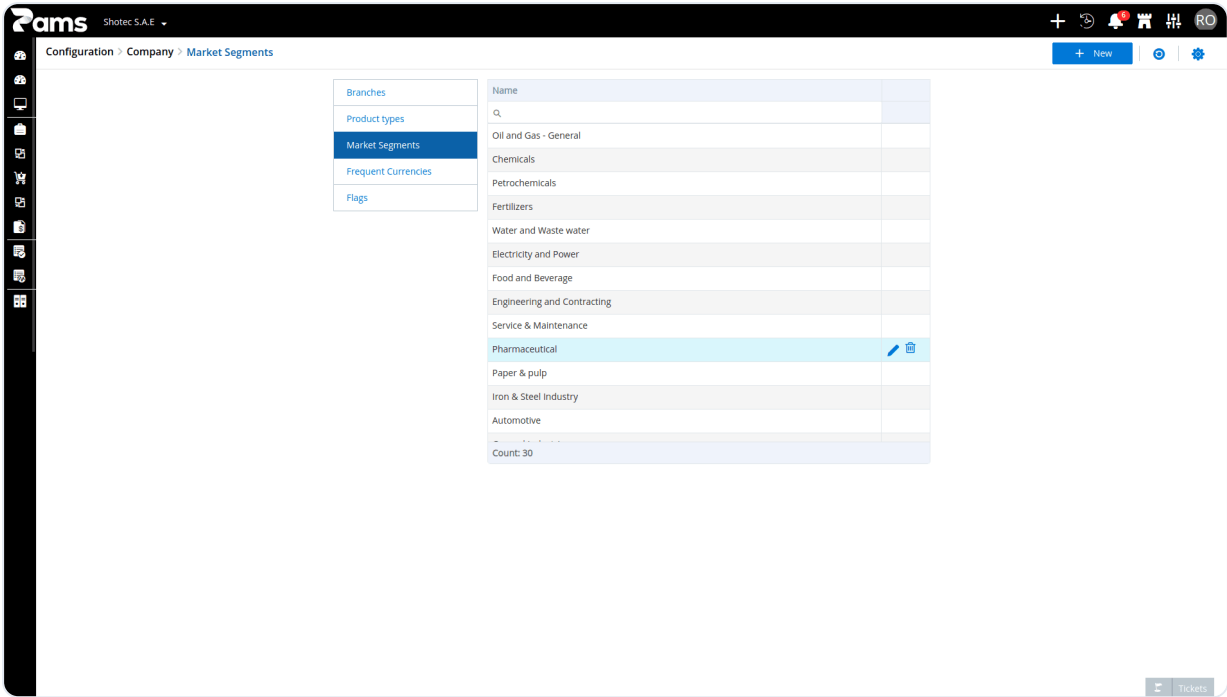


# Market Segments

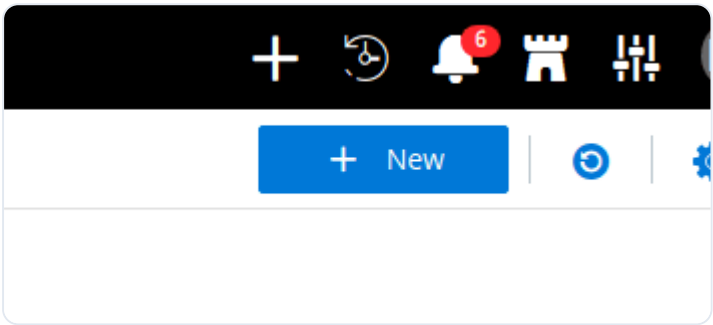
August 1, 2026

## Market Segments

Applications > Configurations > Company



Market Segments — Configurations > Company > Market Segments

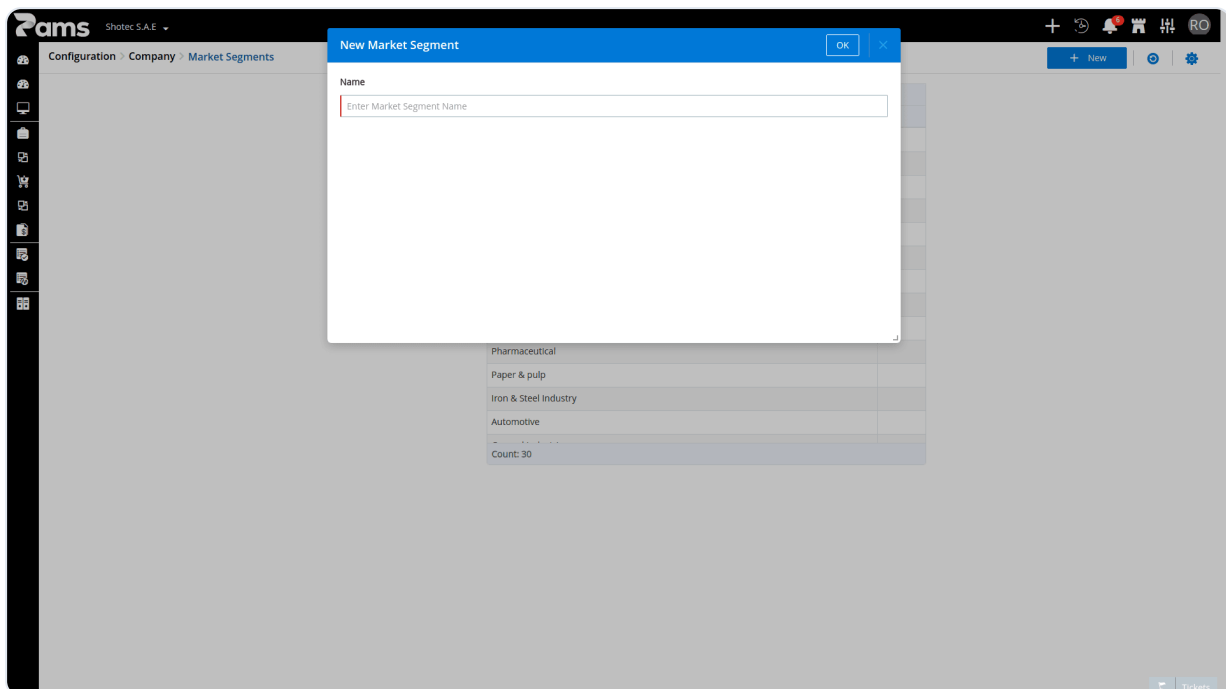


### Overview

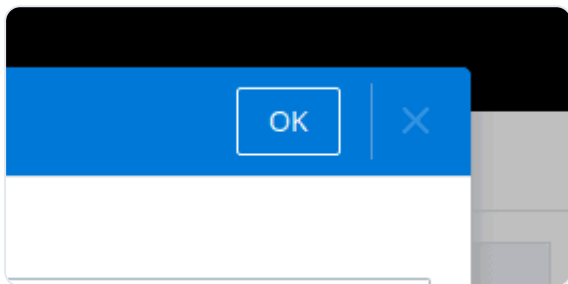
Market Segments are company-level classifications used to distinguish business markets, such as industry or commercial sectors. Sales representatives, account managers, project managers, purchasing officers, warehouse managers, and inventory controllers can use this list to identify the market segment records available in the system. Use this page when you need to review existing market segments, locate a segment by name, or begin adding a new segment.

## Settings

Access the feature from **Configurations > Company > Market Segments**.



*Market Segments — Configurations > Company > Market Segments*



The available configuration is maintained from the Market Segments list. Existing segment records are displayed as a list, and the **New** action is available for creating an additional record.

**Note:** The provided screen does not show the fields of the new-record form. Use only approved market segment names and follow your organisation's naming convention when maintaining this list.

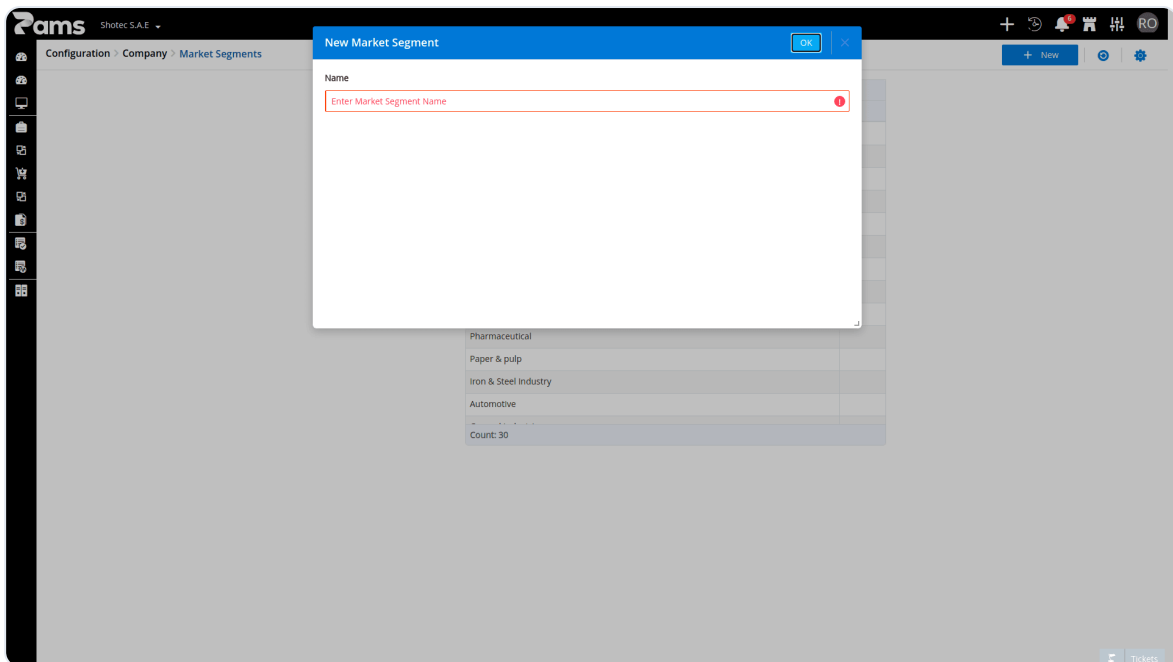
The page also provides the following list-management controls:

| Control                     | Use                                                       |
|-----------------------------|-----------------------------------------------------------|
| Search                      | Find a market segment in the displayed list.              |
| Apply filter                | Apply the selected search or filter criteria to the list. |
| Refresh (icn-update)        | Refresh the displayed Market Segments list.               |
| Settings (icn icn-settings) | Open the settings action available from the page.         |
| Export                      | Export the displayed list data.                           |
| New                         | Start creating a new Market Segment record.               |
| Attach                      | Attach files using the available attachment action.       |
| Tickets                     | Open the available ticket-related action.                 |
| Cancel                      | Cancel the current action or dialog.                      |
| Ok                          | Confirm the current action or dialog.                     |

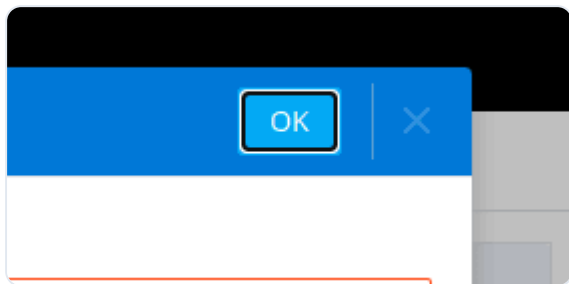
**Tip:** Search before creating a new record. This helps prevent separate records being maintained for the same market under slightly different names.

## Workflow

1. Open **Market Segments** from **Configurations > Company > Market Segments** to review the market segment records currently available.



*Market Segments — Configurations > Company > Market Segments*



2. Decide whether the required segment already exists.
  - If you need to locate an existing segment, enter a relevant word or phrase in **Search**, then select **Apply filter**.
  - If the result is not current or you expect recently maintained records to appear, select **Refresh (icn-update)** and search again.
  - If the required segment is displayed, use the result as the existing market segment record. Do not create a duplicate.
3. If no suitable market segment exists, select **New** to begin creating a Market Segment record.
4. Review the information requested in the new-record interface before confirming it. Select **Ok** to confirm the current action, or select **Cancel** if you decide not to proceed.

5. Return to the Market Segments list and use **Search** with **Apply filter** to verify that the required record can be found. If necessary, select **Refresh (icn-update)** before checking the result.
6. If supporting material is required for the current record or action, select **Attach** and use the available attachment interface. Use **Tickets** only when the ticket-related action is relevant to your organisation's process.

**Warning:** Do not use a new Market Segment to represent a customer, supplier, project, product type, or branch. Those are separate business concepts and are available elsewhere in the application navigation.

## Examples

A sales representative is preparing to work with an account in the industrial chemicals market and needs to confirm whether an appropriate market segment is already available.

1. The representative opens **Configurations > Company > Market Segments**.
2. In **Search**, the representative enters **Chemicals** and selects **Apply filter**.
3. A matching market segment record is displayed. The representative uses the existing record rather than selecting **New**, avoiding the creation of a duplicate classification.
4. Before leaving the page, the representative selects **Refresh (icn-update)** if the list may have changed during the review, then repeats the search if confirmation is required.

If a suitable record had not been found, the representative would select **New**, complete the information requested by the new-record interface, and select **Ok** to confirm the action.

## Tips

**Tip:** Use clear, consistent market names so that Sales jobs, Projects, Accounts, and related operational records can be classified consistently where market segment selection is available.

**Note:** Use **Export** only after applying the search or filter criteria needed for your review. This helps ensure that the exported list reflects the records currently displayed.

**Warning:** Select **Cancel** rather than **Ok** if you opened a new-record or settings action by mistake. Confirm only after reviewing the information shown in the active interface.

## Troubleshooting

| Symptom                                                    | Likely cause                                                                          | Fix                                                                                                                               |
|------------------------------------------------------------|---------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------|
| The required market segment is not displayed.              | The list has not been searched or the current filter does not match the segment name. | Enter a relevant term in <b>Search</b> , select <b>Apply filter</b> , and use <b>Refresh (icn-update)</b> before searching again. |
| A search returns no records.                               | The search wording is too specific or does not match the maintained segment name.     | Search using a shorter or broader part of the market name, then select <b>Apply filter</b> .                                      |
| You started creating a record but do not want to continue. | <b>New</b> was selected unnecessarily or a duplicate was identified.                  | Select <b>Cancel</b> in the active interface, then search the list again for the existing record.                                 |
| You need a list for review outside the application.        | The displayed records have not yet been prepared for export.                          | Apply the required search or filter criteria, then select <b>Export</b> .                                                         |

## Related pages

- [Frequent Currencies](#)
- [Product Types](#)
- [Configurations — Learning Path](#)
- [Your First Day with Pams V2](#)
- [Branches](#)
- [Flags](#)
- [Products](#)
- [Configurations — Overview](#)
- [Getting Started with Configurations](#)

- [2 Factor Authentication](#)
- [Account Managers](#)
- [Custom Fields](#)
- [Dashboard Settings](#)
- [Dynamic Validation](#)
- [Banks](#)