Market segmentation is a classic topic in marketing which is never loss its atractiveness. One of the most popular methods of market segmentation, demographic segmentation has some benefits which make it the first choice in the marketing strategies of various organization business. Because, the demographic segmentation helps the organization in understanding the customers and satisfying their needs. For segmentation purpose, using identifying demographic variables are cheap and easy to measure. It helps to understand and serve the needs homogeneous consumer subpopulations. This articles present some types of associations, between various demographic factors into consideration in business prospect. This market segmentation strategy aims at understanding the prospective market, and taking necessary steps to ensure that the consumer needs of a target group is fulfilled. This paper also illustrates the association between demographic market segmentation and set of specific product and the chance or probability of business development with respect to demographic perspective in order to become a successful business entity.

**Key word:** marketing, market segmentation, demographic segmentation