

OMA NEXUS â Buyer Segment Map (Illustrative)

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Purpose

Map buyer segments by category fit, proof required, urgency, and outreach priority. Spreadsheet companion available for working registers. This PDF is the customer-facing sample brief.

Segment fields

Buyer type and channel
Country / region
Category demand
Required certifications and proof
Volume range and urgency
Preferred supplier region
Next action and confidence label

Who it is for

Industrial buyers, sourcing teams, and export-ready manufacturers preparing a reviewed OMA NEXUS workflow.

Required inputs

Company and category context; target market; technical or product scope; available evidence; commercial assumptions; requested decision date.

Sample table

Item	Evidence	Score	Risk	Owner	Next action
Example requirement	Document pending	2 / 5	Medium	Project owner	Confirm evidence

Scoring criteria / checklist

5 = complete and supported; 3 = usable with gaps; 1 = missing or unsupported. Review category fit, documentation, commercial clarity, timing, and market readiness.

Risk flags

Unsupported claims; unclear certification scope; missing technical inputs; unrealistic MOQ or lead time; undefined import, payment, or compliance responsibility.

Next action

Assign owners to gaps, confirm evidence, and request the appropriate OMA NEXUS review before supplier outreach or commercial commitment.

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