

# MARKET SEGMENTATION GUIDELINES



Specific product development for specific customers

Understanding different Customers flavor

Value addition and competitive pricing

# **Market Segmentation Policy and Guidelines for FairCo Food Zone**

## *Empowering Food Solutions for Jashore's Diverse Sectors*

Prepared by: **FairCo Food Zone**

Date: *[Today's Date]*

Location: **Jashore District, Bangladesh**

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## 1. Introduction

### Overview of FairCo Food Zone

FairCo Food Zone is a premier food service provider based in Jashore, focused on catering to diverse sectoral needs with high-quality, nutritious, and customized food solutions. By targeting key sectors within Jashore, FairCo aims to support the community's health and well-being, fostering a food culture that resonates with every segment of the city.

### Purpose and Scope of Market Segmentation

This policy outlines the market segmentation approach for FairCo Food Zone, ensuring each sector's unique needs are identified and addressed. By focusing on a sector-based approach, FairCo seeks to optimize service offerings, build strategic partnerships, and enhance customer satisfaction across various domains in Jashore.

### Definition of Market Segmentation and Its Importance

Market segmentation is the process of dividing a broad customer or business market into sub-groups based on shared characteristics to tailor services effectively. In FairCo's context, segmentation allows us to understand each sector's unique dining needs, which in turn enables more targeted, efficient, and satisfying service offerings.

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## 2. Market Segmentation Policy

### Key Objectives

1. Provide specialized, high-quality food services tailored to each sector in Jashore.
2. Develop sector-specific offerings that enhance FairCo's reputation as a versatile food solutions provider.
3. Foster sustainable, long-term relationships with diverse customer groups.

### Target Customer Categories

1. Government Offices
  2. Private Corporations
  3. Development Organizations
  4. Banking and Financial Institutions
  5. Insurance Companies
  6. Power Distribution Companies
  7. Retail Showrooms
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### 3. Segmentation Guidelines by Sector

#### *Public/Government Sector*

- **Key Offices:** Education, Agriculture, Health, Engineering, Human Resources.
- **Examples:** Civil Surgeon's Office, District Social Services, Education Office, Fire Service, and Civil Defense.
- **Service Focus:** Catering for large meetings, snack packs for field teams, lunch packages for department offices.

#### *Private/Corporate Sector*

- **Key Businesses:** Pharmaceutical, Cement, Feed, Insecticide, Electronics, Fashion, Retail.
- **Examples:** ACI Pharmaceuticals, Apex Footwear, Aarong, Bata.
- **Service Focus:** Corporate meal plans, conference catering, lunch delivery for staff.

#### *Development Sector*

- **Key Organizations:** Local NGOs and international agencies.
- **Examples:** BRAC, Jagorani Chakra Foundation, Solidaridad Network.
- **Service Focus:** Affordable meal packages for field staff, catering for training sessions and events.

#### *Banking and Financial Institutions*

- **Key Institutions:** Public and private banks, microfinance offices.
- **Examples:** Sonali Bank, Islami Bank, Grameen Bank.
- **Service Focus:** Refreshments for staff and customers, special catering for branch events.

#### *Insurance Companies*

- **Key Companies:** Life and non-life insurance providers.
- **Examples:** Delta Life Insurance, Pragati Insurance.
- **Service Focus:** Employee meal plans, event catering for customer engagement.

#### *Power Supply and Distribution Sector*

- **Key Entities:** Power supply corporations, renewable energy providers.
- **Examples:** WZPDCL, Palli Bidyut Samity.
- **Service Focus:** Snacks for field operations, catering for training sessions, meal boxes for line workers.

#### *Retail Showrooms and Shopping Complexes*

- **Key Brands:** Fashion, electronics, home goods.
- **Examples:** Aarong, Infinity, Sailor, Sony, Samsung.
- **Service Focus:** Refreshments for staff, food services during in-store events.

## 4. Detailed Segmentation by Sector and Sub-Sector

Each sub-sector will be provided with tailored menus, serving hours, and food presentation styles. For instance, government departments with frequent field operations may receive portable meal solutions, while corporate offices with formal events may require a variety of meal options in buffet or box format.

- **Government Sector:** Healthy, budget-friendly options in large portions, focused on field-friendly packaging.
  - **Retail and Corporate Sectors:** Quick, easy-to-serve meal packs for high traffic or peak hours and event-focused meals for brand promotions.
  - **Development Sector:** Economical bulk meals for large gatherings, training events, and fieldwork.
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## 5. Implementation Strategy

### Marketing and Communication Channels

- Direct engagement with sector heads and decision-makers.
- Social media and local event sponsorships to build brand visibility.

### Pricing Strategy for Different Sectors

- Competitive pricing for NGOs and government offices.
- Flexible options for corporate sectors with tailored pricing for large orders.

### Partnership and Sponsorship Opportunities

- Partnership with local brands for cross-promotional events.
  - Sponsorship in key sectoral events to enhance brand presence.
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## 6. Monitoring and Evaluation

### Metrics for Success

1. Customer satisfaction rates by sector.
2. Repeat customer rates and feedback on services.
3. Revenue growth within each sector.

## Feedback and Continuous Improvement

- Quarterly reviews with key clients.
  - Sector-based customer surveys to refine services.
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## 7. Appendices

- **Sector and Sub-Sector Listings:** A comprehensive directory of sectors in Jashore.
- **Example Menus and Service Offerings by Sector:** Sample menus and pricing.
- **Key Contacts:** Contact details of sectoral heads for potential partnerships.

## **ANNEXER-I**

### **Sector and Sub-Sector Listings: Comprehensive Directory of Sectors in Jashore**

Below is a detailed directory of key sectors and sub-sectors in Jashore District, encompassing public, private, development, retail, and other relevant sectors for FairCo Food Zone's market segmentation.

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#### **1. Public/Government Sector**

##### **Key Offices and Departments**

- **Education & Training**
    - District Education Office
    - District Primary Education Office
    - Primary Teachers Training Center
    - Jessore Polytechnic Institute
    - Govt. Teachers Training College
    - District Bureau of Non-Formal Education Office
  - **Health & Social Services**
    - Civil Surgeon Office
    - District Family Planning Office
    - District Social Services Office
    - District Women Affairs Office
    - Urban Social Services Office
  - **Agriculture & Rural Development**
    - Department of Agricultural Extension
    - District Fisheries Office
    - District Livestock Office
    - Bangladesh Agricultural Development Corporation (BADC)
    - Soil Resource Development Institute
  - **Infrastructure & Utilities**
    - District Local Government Engineering Office (LGED)
    - District Roads & Highways Office
    - District Public Health Engineering Office
  - **Security and Law Enforcement**
    - Superintendent of Police Office
    - District Narcotics Control Office
    - District Ansar VDP Office
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## **2. Private/Corporate Sector**

### **Major Industries and Companies**

- **Pharmaceutical Companies**
    - Square Pharmaceuticals Ltd.
    - Renata Limited
    - ACME Laboratories
  - **Cement & Construction**
    - Shah Cement
    - Bashundhara Cement
  - **Agricultural and Livestock Inputs**
    - ACI Agribusiness
    - Supreme Feeds
  - **Electronics & Appliances**
    - Sony Showroom
    - Samsung Smart Plaza
  - **Fashion & Retail**
    - Aarong
    - Bata Showroom
    - Apex Footwear
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## **3. Development Sector**

### **Local and International NGOs**

- Jagorani Chakra Foundation (JCF)
- Solidaridad Network Asia
- BRAC
- World Vision Bangladesh
- Caritas Bangladesh

### **Key Focus Areas**

- Livelihood Development
  - Education and Skills Training
  - Health and Nutrition
  - Gender Equality and Women's Empowerment
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## **4. Banking and Financial Institutions**

### **Public and Private Banks**

- Sonali Bank Limited
- Islami Bank Bangladesh Limited
- BRAC Bank
- Janata Bank Limited

### **Microfinance Institutions**

- Grameen Bank
  - ASA
  - PROSHIKA
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## **5. Insurance Companies**

- Delta Life Insurance
  - Pragati Life Insurance
  - Popular Life Insurance
  - Green Delta Insurance
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## **6. Power Supply and Distribution**

- West Zone Power Distribution Company Limited (WZPDCL)
    - Sales & Distribution Division 1
    - Sales & Distribution Division 2
  - Palli Bidyut Samity (Rural Electrification Board)
    - Office 1
    - Office 2
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## **7. Retail Showrooms and Shopping Complexes**

- Aarong
- Infinity Mega Mall
- Bata
- Apex
- Sailor
- Green Bazar

## **8. Hospitality and Food Services**

- Restaurants and Cafes
    - Bonanza Restaurant
    - Urban Spoon
  - Event Venues and Catering Services
    - Jashore Convention Center
    - Local Hotels
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## **9. Educational Institutions**

- Universities and Colleges
    - Jashore University of Science and Technology (JUST)
    - Michael Madhusudan College
    - Jashore Cantonment College
  - Technical and Vocational Institutes
    - Technical Training Center, Jashore
    - Textile Vocational Institute
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## **10. Other Key Sectors**

- **Telecommunications**
  - BTCL
  - Grameenphone Center
- **Transport and Logistics**
  - Jashore Railway Station
  - Local Bus Terminals
- **Media and Communication**
  - District Information Office
  - Local Radio and TV Stations

## ANNEXER-II

### Example Menus and Service Offerings by Sector for FairCo Food Zone

Below are sample menus and service offerings designed for key sectors in Jashore, with tailored food and beverage options based on the sector's needs, preferences, and price points. These offerings can be customized for specific corporate, government, and development organizations in Jashore to provide convenience, quality, and value for employees, clients, and visitors.

#### 1. Public/Government Sector

*Government Offices (Education, Health, Agriculture, etc.)*

##### Service Offering:

- **Buffet Lunches for Office Events**
- **Catering Services for Training and Conferences**
- **Packaged Snacks for Staff Meetings**

##### Sample Menu:

| Item                       | Description   | Price (BDT) |
|----------------------------|---|-------------|
| <b>Veg Biryani</b>         | Traditional spiced rice with vegetables and raita             | 150         |
| <b>Chicken Korma</b>       | Boneless chicken cooked in rich creamy gravy with spices      | 150         |
| <b>Fried Fish</b>          | Crispy fried fish fillets, served with dipping sauce          | 200         |
| <b>Dal Tadka</b>           | Yellow lentils tempered with garlic, cumin, and mustard seeds | 120         |
| <b>Mixed Veg Salad</b>     | Fresh seasonal vegetables with a lemon dressing               | 50          |
| <b>Sweet Lassi</b>         | Traditional yogurt-based drink with a hint of rose water      | 100         |
| <b>Packaged Tea/Coffee</b> | Tea/Coffee served with biscuits and snacks                    | 80          |

## 2. Private Sector (Corporate Offices, Showrooms, etc.)

*Corporate Showrooms (Aarong, Sony, Bata, etc.)*

### Service Offering:

- Corporate Event Catering
- Office Meal Deliveries
- High-Tea Service for Showrooms and Customer Events

### Sample Menu:

| Item                 | Description   | Price (BDT) |
|----------------------|---|-------------|
| Chicken Sandwich     | Grilled chicken with lettuce, cheese, and mayo in whole wheat bread     | 120         |
| Veg Wrap             | Roasted vegetables with hummus in a whole wheat wrap                    | 100         |
| Grilled Paneer Tikka | Marinated paneer chunks grilled to perfection, served with mint chutney | 180         |
| Fruit Salad          | Mixed seasonal fruits with a touch of honey and lemon                   | 80          |
| Fresh Juices         | Mango, orange, and pineapple juice                                      | 90          |
| Coffee/Tea Service   | Coffee or tea served with mini pastries                                 | 60          |

## 3. Development Sector (NGOs, International Agencies)

*NGOs (BRAC, Jagorani Chakra Foundation, etc.)*

### Service Offering:

- Catering for NGO Conferences and Trainings
- Community-Based Meal Service
- Meal Packs for Field Work and Outreach Programs

### Sample Menu:

| Item                 | Description   | Price (BDT) |
|----------------------|---|-------------|
| <b>Khichuri</b>      | Spiced rice and lentils, served with fried egg, plant and pickles | 150         |
| <b>Chicken Roast</b> | Roasted chicken leg served with spicy potato curry                | 220         |
| <b>Macher Jhol</b>   | Traditional Bengali fish curry with rice                          | 180         |
| <b>Aloo Bharta</b>   | Mashed potatoes with mustard oil, onions, and green chilies       | 30          |
| <b>Chana Chaat</b>   | Spicy chickpea salad with onions, tomatoes, and herbs             | 70          |
| <b>Buttermilk</b>    | Traditional salted yogurt drink                                   | 50          |

## 4. Banking and Financial Institutions

*Banking and Financial Institutions (e.g., Sonali Bank, Islami Bank)*

### Service Offering:

- Corporate Lunch Packs
- Quick Office Snacks
- Catering for Board Meetings and Financial Seminars

### Sample Menu:

| Item                        | Description  | Price (BDT) |
|-----------------------------|--|-------------|
| <b>Mutton Korma</b>         | Slow-cooked mutton in a rich, spiced gravy                         | 300         |
| <b>Beef Bhuna</b>           | Stir-fried beef cooked with aromatic spices and onions             | 280         |
| <b>Vegetable Pakora</b>     | Deep-fried crispy fritters made with chickpea flour and vegetables | 90          |
| <b>Paneer Butter Masala</b> | Paneer cubes cooked in a rich tomato-based curry                   | 220         |
| <b>Jeera Rice</b>           | Basmati rice cooked with cumin seeds                               | 120         |
| <b>Mango Lassi</b>          | Sweet yogurt drink flavored with mango                             | 80          |

| Item              | Description   | Price (BDT) |
|-------------------|---|-------------|
| Assorted Biscuits | A variety of sweet and savory biscuits for tea-time | 50          |

## 5. Insurance and Telecom Companies

*Insurance Companies (e.g., Delta Life Insurance, Pragati Life)*

### Service Offering:

- Corporate Lunches for Clients and Staff
- Event Catering for Insurance Conferences and Seminars
- Snacks and Refreshments for Office Meetings

### Sample Menu:

| Item                       | Description  | Price (BDT) |
|----------------------------|--|-------------|
| Fish Fry with Salad        | Fried fish fillets served with a side of mixed greens and dressing | 200         |
| Chickpea and Spinach Curry | A wholesome curry made with chickpeas and spinach                  | 150         |
| Pulao Rice                 | Fragrant rice pilaf with mild spices and nuts                      | 120         |
| Hummus and Pita            | Classic hummus served with warm pita bread                         | 90          |
| Cold Coffee                | Iced coffee blended with milk and sugar                            | 70          |
| Chocolate Brownies         | Rich chocolate brownies served with a scoop of vanilla ice cream   | 100         |

## 6. Retail Sector (Aarong, Green Bazar, etc.)

*Retail Chains and Shopping Centers*

### Service Offering:

- On-the-Go Snacks and Beverages
- Corporate Lunches for Staff and Clients
- Customizable Catering for Events and Promotions

### Sample Menu:

| Item                                | Description   | Price (BDT) |
|-------------------------------------|---|-------------|
| <b>Veg Burger</b>                   | Veg patty with fresh veggies and cheese in a soft bun     | 100         |
| <b>Chicken Nuggets</b>              | Crispy, golden chicken nuggets served with dipping sauce  | 150         |
| <b>Mushroom and Cheese Sandwich</b> | Grilled sandwich with sautéed mushrooms and melted cheese | 130         |
| <b>Fruit Smoothie</b>               | Fresh fruit smoothie with a blend of yogurt and honey     | 120         |
| <b>French Fries</b>                 | Crispy golden fries served with ketchup                   | 60          |
| <b>Iced Tea</b>                     | Refreshing iced tea with a hint of lemon and mint         | 50          |

### Pricing Strategy

The pricing for each menu offering is set based on the cost of ingredients, preparation time, and delivery logistics. Prices are designed to ensure affordability while maintaining premium quality in catering services. Discounts may be offered for large corporate events, regular orders, or long-term partnerships.

## ANNEXER-III

### Key Contacts for Potential Partnerships

#### 1. Government Sector Contacts

##### Public Administration and Services

- **District Commissioner (DC), Jashore**  
Name: [Insert Name]  
Position: District Commissioner  
Phone: [Insert Contact]  
Email: [Insert Email]  
Office Address: [Insert Office Address]
- **Deputy Director, Department of Agricultural Extension**  
Name: [Insert Name]  
Position: Deputy Director  
Phone: [Insert Contact]  
Email: [Insert Email]  
Office Address: [Insert Office Address]
- **Civil Surgeon, Jashore**  
Name: [Insert Name]  
Position: Civil Surgeon  
Phone: [Insert Contact]  
Email: [Insert Email]  
Office Address: [Insert Office Address]

##### Education and Social Services

- **District Education Officer**  
Name: [Insert Name]  
Position: District Education Officer  
Phone: [Insert Contact]  
Email: [Insert Email]  
Office Address: [Insert Office Address]
- **District Social Services Officer**  
Name: [Insert Name]  
Position: District Social Services Officer  
Phone: [Insert Contact]  
Email: [Insert Email]  
Office Address: [Insert Office Address]



## *2. Private Sector Contacts*

### Corporate and Showrooms

- **Brand Head, Aarong (Retail Chain)**  
Name: [Insert Name]  
Position: Brand Head  
Phone: [Insert Contact]  
Email: [Insert Email]  
Office Address: [Insert Office Address]
- **Regional Manager, Bata Bangladesh**  
Name: [Insert Name]  
Position: Regional Manager  
Phone: [Insert Contact]  
Email: [Insert Email]  
Office Address: [Insert Office Address]
- **Store Manager, Sony Electronics**  
Name: [Insert Name]  
Position: Store Manager  
Phone: [Insert Contact]  
Email: [Insert Email]  
Office Address: [Insert Office Address]

## *3. Development Sector Contacts*

### Non-Governmental Organizations (NGOs)

- **Program Director, Jagorani Chakra Foundation**  
Name: [Insert Name]  
Position: Program Director  
Phone: [Insert Contact]  
Email: [Insert Email]  
Office Address: [Insert Office Address]
- **Regional Coordinator, Solidaridad Network Asia**  
Name: [Insert Name]  
Position: Regional Coordinator  
Phone: [Insert Contact]  
Email: [Insert Email]  
Office Address: [Insert Office Address]

## *4. Banking and Financial Institutions*

- **Branch Manager, Sonali Bank, Jashore**  
Name: [Insert Name]  
Position: Branch Manager  
Phone: [Insert Contact]  
Email: [Insert Email]  
Office Address: [Insert Office Address]
- **Relationship Manager, Islami Bank Bangladesh**  
Name: [Insert Name]



Position: Relationship Manager  
Phone: [Insert Contact]  
Email: [Insert Email]  
Office Address: [Insert Office Address]

#### *5. Insurance Companies*

- **Regional Head, Delta Life Insurance**  
Name: [Insert Name]  
Position: Regional Head  
Phone: [Insert Contact]  
Email: [Insert Email]  
Office Address: [Insert Office Address]

#### *6. Telecom and Utilities*

- **Regional Manager, Grameenphone**  
Name: [Insert Name]  
Position: Regional Manager  
Phone: [Insert Contact]  
Email: [Insert Email]  
Office Address: [Insert Office Address]
- **Manager, West Zone Power Distribution Company (WZPDCL)**  
Name: [Insert Name]  
Position: Manager  
Phone: [Insert Contact]  
Email: [Insert Email]  
Office Address: [Insert Office Address]

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#### **Note:**

- Ensure the contact details provided are accurate and up-to-date, as they are essential for building strategic partnerships.
- The positions, names, and contact information are placeholders and need to be filled in with the actual data for your specific needs.
- It is recommended to maintain a regular update of this list, especially if key personnel change in organizations or offices.