

Assignment - 7

7) Any company - Customer Segmenting.

Company name: Varun Beverages Limited.

1. Retail consumers:

The primary segment includes in direct consumer who purchase Varun Beverages products for personal consumption. The group is diverse ranging from children to adults and it covers various demographics such as income level and lifestyles.

2. Retail outlets:

Varun Beverages distribute its products to retail outlets, including supermarkets, convenience stores, kiosks and local shops. These outlets serve as intermediaries selling beverages directly to end consumers.

3. Horeca (Hotels, Restaurants and Catering)

This segment includes food service establishments like hotels, restaurants, cafe and catering service. It supplies products in bulk to these businesses which then serve the beverage to

their customer.

4. Institutional Buyer:

Institutions such as schools, colleges, corporate office and event organizers also form a segment for Vaani Beverages.

The company offers supplier leverage in bulk for events, cafeteria and vending machines.

5. Modern Trade channels:

This includes large retail chains, Supermarkets and supermarket like Big Bazaar, and Reliance Fresh. These channels help the company reach a larger audience and cater to urban consumers, who prefer organized retail outlets.

6. E-commerce platform:

With the rise of online grocery and beverage delivery services, Vaani Beverages also target customers through e-commerce platform, allowing direct purchase and home delivery of products.