

## ASSIGNMENT-7

Chaman is a export limited company customer segmenting

Chennai Rice Export Limited is a leading manufacturer of exporters of basmati rice. My other food products to segment their customers we can consider the following integrated.

\* demographic segmentation: Domestic (India)  
International (Asia, Europe, Americas, Africa, Oceania)  
- four service providers

- \* Demographic Segmentation: - food service providers
- \* Psychographic Segmentation: - food service providers
- \* Geographic Segmentation: - food service providers
- \* Behavioral Segmentation: - food service providers

\* Psychographic segmentation: Pooling consumers into groups of individuals with similar characteristics, attitudes, and values.

HEALTH-conscious consumers looking for  
organic & nutritious products

Environmental and nutritional  
substances consumed (interested in  
packaging and production processes)

\* Behavioral segmentation - Loyalty program members  
online shoppers  
those who buy electronics



\* Demographic segmentation: for B2B customers  
small, medium, large, enterprises  
Industry specific with various products  
noting

\* Product based segmentation: B2B similar. After  
food products, general goods

By segmenting their customers in this way, companies  
can offer a limited number of products  
to meet the needs of each group  
of customers.