

Assignment - 7

Any Company Customer Segmenting Company

Company: Kerala Solvent Extraction Limited

Industrial Customers:

1. Food Processing Companies (Ex: Britannia, Nestle)
2. Pharmaceutical Companies (Ex: Cipla, Sun Pharma)
3. Cosmetics Manufacturers (Ex: Hindustan Unilever, L'oreal)
4. Spice Blender (Ex: MDH, Everest)
5. Beverage Manufacturers (Ex: Pepsico, Coca-Cola)

Retail Customers:

1. Supermarkets and Hypermarkets (Ex: Reliance Retail, Big Bazaar)
2. Kirana stores (Small, Family-owned shops)
3. Online Retailers (Ex: Amazon, Flipkart)
4. Health Food stores
5. Specialty Food stores.

Geographic Segments

1. Kerala
2. South India (Tamil Nadu, Karnataka, Andhra Pradesh)
3. India (National level)
4. Middle East (Ex: UAE, Saudi Arabia)
5. Southeast Asia (Ex: Indonesia, Malaysia)

Demographic Segments

1. Housewives
2. Working Professionals
3. Health Conscious Individuals
4. Foodies
5. Environmentally Conscious Consumers.

Psychographic Segments:

1. Health Oriented
2. Quality Conscious
3. Environmentally Aware
4. Food Enthusiasts
5. Value Seeker

Behavioral Segments

1. Frequent Segments
2. Occasional Buyers
3. Loyalty Program Members
4. Online Shoppers
5. Word-of-Mouth Referrers.

Customer Personas:

1. Health - Helen (Health-Conscious homemaker)
2. Foodie Faisal (Food enthusiast and blogger)
3. Busy - Bharna (Working Professional Seeking Convenience)

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4. Quality - Chander (Quality-Conscious business owner).