

## ASSIGNMENT-8

### Need based segmenting company

Need-based segmenting is a customer segmentation approach that divides customers into groups based on their specific need, wants or preferences. Here is an example of how a human resource company can segment their customers based on their needs:

\* **Quality seekers**  
Customers who prioritize high quality products, are willing to pay a premium for value offerings and hold high performance standards.

\* **Price sensitive**  
Customers who are budget-conscious looking for affordable products or services.

\* **Convenience seekers:**  
Customers who value ease of purchase fast delivery of merchandise services.



\* Health conscious:

customers who prioritize organic, non-GMO and health food options

\* Foodies:

customers who are enthusiastic about trying new and exotic food products, flavors and cuisines

\* Sustainability focus:

customers who prioritize eco-friendly packaging, sustainable production practices and support local

\* Service-oriented customers who value exceptional customer service, personalized attention and technical support

\* Customization seekers:

customers who require tailored products or services to meet specific needs