AssiGNMENT-8 1) Meed based segmenting Company. Company Name - Kerala Solvent Extraction Limited 1. Quality-Conscious Customer Seek high quality Products willing to Pay Premium prices. Yalues Products authenticity and Purity Ex: Pharmaceutical Companies Specially food 3toms 2. Price Sensitivo Customers Prioritize affordability seek Value for Morey. May Comprovis on quality for Course Prices. Ex: Kirane Stores, Smoll Food Manifacturen. 3. Convenience Seekers. Value lare of use and accessibility seek Convenient Packesing and storage Ex: Working Professionals, busy homemaken. 4. Health and Wellness Enthewicusts Priorifize health benefits and neutritional Value. Seek organic and Northwal Products. Ex: Health Food stores, fitness enthusiasts. 5. Eco-Friendly Customers Value encironmentally sustainable Practices Seek sev- Friendler Packaging and Sonvering Fx: Environmentally Conscious Consumen, elo-Friendly business.

6. Customization Seekens Require toulored Products and Solutions Value Flexbility and responsivences Ex: Food Processors, Pharmaceutical Companies, 7. Bulk Bugars Penchase large quantities. Jeeks discounts and economies of scale Ex: Food manufacturers, bluerog Componiens. Exilterare Stones, Smell Food Planfacturen. Value lass of use and accombilition state convenient Parlinging and witness En: Working Performent bear homenation for many is Highle and Waller Entering of sufficient Who. Lede cropers and reduct headeds be staged. 1 Few Friedly Calendary Let the friends helicing and density see

in receipt planes.