

Assignment-8

1) Need based segmenting Company.

Company Name - Kerala Solvent Extraction Limited

1. Quality-Conscious Customer

Seek high quality Products willing to Pay Premium prices. Values Products authenticity and Purity. Ex: Pharmaceutical Companies, Specialty food stores

2. Price Sensitive Customers

Prioritize affordability seek Value for Money May Compromise on quality for Lower Prices. Ex: Kirane Stores, Small Food Manufacturers.

3. Convenience Seekers.

Value ease of use and accessibility seek Convenient Packaging and storage Ex: Working Professionals, busy Homemakers.

4. Health and Wellness Enthusiasts

Prioritize health benefits and nutritional Value. Seek organic and Natural Products. Ex: Health Food stores, Fitness enthusiasts.

5. Eco-Friendly Customers

Value environmentally sustainable Practices Seek eco-Friendly Packaging and Sourcing Ex: Environmentally Conscious Consumers, eco-Friendly business.

6. Customization Seekers

Require tailored Products and Solutions
Value Flexibility and responsiveness Ex: Food
Processors, Pharmaceutical Companies,

7. Bulk Buyers

Purchase large quantities. Seeks discounts
and economies of scale Ex: Food manufacturers,
beverage Companies.

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