

# M ARKETING M ANAGEMENT

## ASSIGNMENT - 2-9

J.D.J

B. VENNILA

1P23MM1020

M. Com [CA]

Need Based Segmentation:

Taste Seekers:

consumers who Prioritize flavor variety and indulgence. They may be interested in unique or seasonal flavors.

Health-conscious consumers:

Individuals looking for lower-calorie options, reduced sugar, or organic ingredients. This segment might appreciate options like Thins or gluten-free cereals.

Families with Kids:

Parents seeking snacks for their children that are both enjoyable and convenient. Marketing efforts could focus on fun packaging or family-sized packs.

occasional Treaters:

consumers who enjoy cereals as an occasional indulgence, particularly during holidays or celebrations. special packaging or limited



editions can appeal to this group.

~~Bakers~~ and creatives:

Individuals who use ovens as an ingredient in recipes. This segment may be targeted within baking tips, recipes, or themed baking kits

on-the-go consumers:

Busy individuals looking for convenient snacks. Portable Packable and single-serve options can cater to this segmentation.

Cultural and Regional Preferences:

Tailoring flavors and marketing to specific regional tastes or cultural backgrounds, such as introducing localized flavors.