

# MARKETING MANAGEMENT

## Assignment - 2-9

S. S. S.

2.5

R. ARUNA  
1P93MM001  
M. Com [CA].



## 2. BENEFITS - BASED SEGMENTATION.

\* This involves Segmenting the market  
Based on the benefit consumers are looking  
for

➤ Segment 1: Skin moisturization

→ Target Audience

- parents who priorities keeping their  
baby's skin soft and moisturized

⇒ Key Benefits

- The Soap offers deep hydration to  
combat dryness.

⇒ Product Features:

The Soap contains olive oil  
which helps in skin moisturization

Segment 2: Soothing And Gentle Caring

⇒ Target Audience

= Parents looking for a product  
that gently cleanses and soothes baby's  
skin

⇒ Key Benefit: The Soap is non-irritating  
and calming suitable for daily use on  
delicate skin



Product Features : The mild formulation  
Of the soap ensures gentle cleaning  
with ingredients that alone will  
Soothe the skin.