Assignment - 9
Benefit - Based Segmentation:

This focuses on the Specific benefits or attributes that customers Seex forom the preduct, guiding their purchasing decisions.

Taste and Texture Benefit:

* Degment: chocolete lovers who cerame a unique Combination of texture and flowers.

Denefit Sought: The course wifer inside the amount chocolate coating provides a unique abuson experience. This texture and flavor combination is bey reason many People choose kithat over other Chocolate bars.

I kithor Offering: kithat emphasizes its unique wafer and chocolate blend, appealing to those who Prioritize taste and mouthfeel.

Health - conscious Berefits:

* Segment: Consumers who want to include but are mindful of their health!

* Benefit Sought: Lower Sugar, fewer calonies, or dark chocolate options to beel less guilty about indulging.

* kithat offering: kithat offers omaller Portions, miniatures, and down chocolate Variants to Cater to health - Conscious Consumer Novelty and variety Seekers:

* Degment: Adventurous consumers who deek new and exciting flavors.

A Benefit Sought: Unique, limited-edition flavors and Preoduct innovations to statisfy their desire for variety.

Hithat offering: Special edition flavors like Green tear Strawberry, and matches are popular in contain morrhets, appealing to consumers who enjoys trying new things.

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element's health beingthe could expand the copies

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influences, launching sampling auch on concern

Commerce con Heriand's reductional Value way to