

Assignment - 9

Benefit based Segmenting

1. ~~Natural~~ Ir Flavor Seekers:-

* Marketing focus: highlight kuskure's variety of unique & bold flavors, like Masala, Spicy tang, & other regional flavors.

2. Convenience Seekers:-

* Marketing focus: Emphasize Portability, easy packaging, & quick hunger satisfaction.

3. Health - Conscious consumers.

* Marketing focus:- Could develop a lighter or baked version of kuskure to appeal to consumers focused on healthier snacking.

4. Social Snackers:-

* Promote larger, shareable packs & position kuskure as a perfect party snack.

5. Youthful adventure seekers!-

- * experiment with innovative flavors,
trendy packaging, & interactive promotions.

6. Value seekers!-

- * Offer Economy packs or value packs
at lower price points.

- * Value packs or combo deals.

S.D.S