

## ASSIGNMENT - 9

Company name: Vaux beverage Limited  
benefit based segmentation.

### 1. Refreshment and hydration:

who seek refreshing beverage to quench thirst and stay hydrated. Product like Aquafina (bottled water) would fit here aimed at health-conscious consumers looking for clean, pure water.

### 2. Energy and Stimulation:

This segment targets consumers who desire energy and stimulation typically younger audience or active individual. VB e's offering like Sting cater to their need. Providing an instant energy boost.

### 3. Taste and Indulgence:

Some consumers seek great taste and indulgence, which they may associate with core and flavoured soda's product like Pepsi, Mirinda, appealing to consumers looking for a flavourful, indulgent experience.

### 4. Health and Wellness:

This segment includes consumers looking for healthier low-calorie option or natural ingredients low-calorie or diet version of Pepsi or fruit-juice-based beverage could attract consumers focused on reducing weight issues or choosing

healthier alternative.

5.) convenience and availability: a segment where consumers prioritize convenience and availability, especially when craving ready to drink beverage VBC's distribution strategy, which places product in easy-to-reach location (from local stores to major retail chains) can cater to consumer needs as an on-the-go solution.

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