

## ASSIGNMENT - 9

### BENEFITS FOR SNICKERS:-

#### Enhanced Targeting:

Tailored marketing efforts that resonate more strongly with distinct customer segments.

#### Product Development Opportunities:-

Identify potential demand for new product varieties (eg. snickers protein, lower sugar).

#### Brand Loyalty:-

By meeting specific needs, snickers can foster stronger loyalty among customer who see the brand as understanding their specific needs.

#### Increased Market Reach:

Expanding appeal to health-conscious consumers could open new market segments.

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