

## 1) Benefit based Segmenting

Company Name: Kerala Solvent Extraction Limited.

### 1. Health and Wellness Seekers

Seek products with health benefits (Organic, Natural). Value Nutritional Content and quality.  
Ex: Health Food stores, Fitness enthusiasts.

### 2. Taste and Quality Connoisseurs

Prioritize Products taste and quality.  
Willing to Pay Premium Prices Ex: Specialty food stores, gourmet restaurants.

### 3. Convenience Oriented

Value ease of use and accessibility. Seek Convenient Packaging and storage Ex: Working Professionals, busy Homemakers.

### 4. Cost-Effective Buyers

Prioritize affordability and Value for money. Seek discounts and economics of scale.  
Ex: Kirana stores, Small food Manufacturers.

## 5) Environmental Stewards

Value eco-friendly Practices and Sustainable Sourcing. Seek environmentally responsible Products. Ex: Environmentally Conscious Consumer, eco-friendly business.

## 6) Foodie Explorers

Seek new and exotic Flavors. Value Product authenticity and uniqueness. Ex: Food bloggers, adventurous eaters.

## 7) Prestige Seekers

Value Premium Products for status and Prestige. Seek high-end Packaging and branding. Ex: Luxury hotels, Fine dining restaurants.

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