Certainly, here are real company examples for each perspective:

1. **Potential Market**:
   * Apple Inc. with its iPhone targets the global potential market of smartphone users, including existing iPhone users, Android users considering switching, and potential first-time smartphone buyers.
2. **Available Market**:
   * Tesla Inc. targets the available market of electric vehicle (EV) buyers who have the financial means to afford premium electric cars and live in regions where Tesla's vehicles are available for purchase, such as North America, Europe, and Asia.
3. **Qualified Available Market**:
   * Nike Inc. focuses on the qualified available market of active individuals aged 18-34 who are interested in sports and fitness and have a certain level of disposable income to spend on athletic apparel and footwear.
4. **Target Market**:
   * Red Bull GmbH identifies its target market as young adults aged 18-34 who lead active lifestyles, participate in extreme sports, and seek energy-boosting beverages. Red Bull tailors its marketing campaigns and sponsorships to resonate with this specific demographic.
5. **Penetrated Market**:
   * Coca-Cola Company has penetrated a significant portion of its target market, capturing a large share of consumers globally who purchase its various soft drink brands like Coca-Cola, Sprite, and Fanta. The penetrated market represents the percentage of consumers who regularly buy Coca-Cola's products within its target demographics.