# Market segmentation

## Targeting groups:

Anything that requires the delivering of a service at the customer’s location. Examples could be:

* TV-cable guys
* Plumbers, electricians, etc.
* Home assistance for elderly people.
* (Sales reps)

|  |  |  |  |
| --- | --- | --- | --- |
| Size of Company |  | Type of delivery | |
|  | Products | Services |
| 1-man shop |  |  |
| Small/Medium |  |  |
| Large |  |  |

1-man shops, Products & services:

* Low cost/benefit
* The service man knows his clients

Large, Products:

* Companies might already have their own track & trace of package deliveries.
* There are many options available in the market.
* Our solution might not need enterprise requirements.

<http://www.track-trace.com/> (list)

Large, Services:

* Companies might already have their own-developed track & trace systems in place
* Already some competition

<http://www.telenavtrack.com/>

<http://www.mobiledevicemanager.com/>

<http://www.actsoft.com/>

Small/Medium, Products:

* There are many options available in the market
* Good cost/benefit

Small/Medium, Services:

* Not much competition (lack of established players in the field)
* Best cost/benefit

<http://www.aceroute.com/>