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.

|  |  |  |  |
| --- | --- | --- | --- |
| 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.

Large, Services:

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