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**ASSIGNMENT 3 - MAPPING OF CUSTOMER RELATIONS TO SEGMENTS**

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**PROCTER AND GAMBLE:**

Customer segments:

* Health care
* Beauty
* Family and baby care
* Home and fabric care
* Pets and snacks

It’s a company that sells a wide range of domestic products that have a target demographic of all ages. The relations between the customer segments and the customers would be the provision of daily-use goods that are in common demand and popularly used, along with being offered at reasonable prices worth the value.

**AMAZON:**

This a multi-brand company providing all kinds of products online, whose customer segments are:

* Geographic: every country where amazon provides its service.
* Psychographic: prices and discounts make it affordable to all, in addition to the availability of both high-end products meant for those who can afford them, as well as cheap and affordable products that can be bought by a wider segment of customers.
* Demographic: Based on ages of the customers (products for babies, children, adults and the old), and based on gender (separate categories for fashion, health care etc).

**NETFLIX:**

Online streaming platform for movies and TV shows.

* Geographic: multiple nationalities, as there are movies and shows of many languages (Spanish, Hindi etc). Netflix India, for instance, would be catering more towards the Indian population.
* Demographic: shows for teens, adults, kids.
* Psychographic: genres appealing to all interests, like horror, thrillers, romance, comedy, drama etc.
* Behavioural: first time users can have a one month free trial, payment will be required for retaining the membership for longer periods.

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