

Segmentation, Targeting, Poisoning & Differentiation





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Market Segmentation

Market segmentation is the process of classifying a market into distinct segments that have similar needs.

Different types of Segmentation:

- Geographic
- Demographic
- Psychographic
- Buyer's Behaviour
- Volume of Purchase

Targeting

- ✓ Choosing one's target market.
- ✓ Not to confuse with segment.
- ✓ To target a market, Ask 4 Questions:
 - Is it sizeable?
 - Is it growing?
 - Is it profitable?
 - Is it accessible?



Positioning

- Act of designing company's offering & image to occupy a distinctive place in mind of target market
- Positioning is what you do to the minds of customers.
- Positioning connect product offering with target market.



Differentiation

- It is the process of distinguishing the differences of a product or offering from others, to make it more attractive to a particular target market.
- Firm can charge PREMIUM.
- It can be done on different parameters viz. ingredients, functions, packaging etc.

Parle Monaco

- **Segmentation** : those who like biscuits(900 million)
- **Targeting** : teenagers, mature adults and housewives
(ad is coming soon)
- **Positioning** : *Life namkeen banaiye*, Fun/ Salty
- **Differentiation** : Toppings



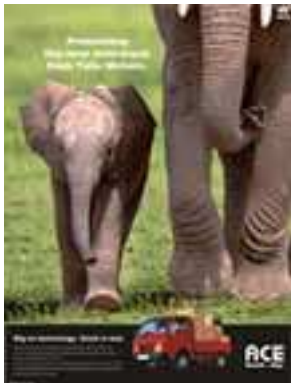
Park Avenue Women 1986

- **Segmentation** : Young female audience
- **Targeting** : Professional women
- **Positioning** : Play the Lead ,Premium lifestyle brand
- **Differentiating**: 'Modern Classic',
'Urban Chic',
'Opium Delight'



Tata ace

- **Segmentation:** mini truck segment (small commercial vehicle users)
- **Target:** three wheelers users (goods transportation below 1 tone, passenger transportation)
- **Positioning:** small is big
- **Differentiation:** high performance, low maintenance ,safe and reliable mini truck



Philips water purifier

- **Segmentation:** people who consumes pure and safe water
- **Target:** health conscious group
- **Positioning:** autonomous water purifier with battery backup
- **Differentiation:** helpline
operate without any supervision.
Experience Centers



Minute Maid Pulpy Orange

- **Segmentation** : Young adults in key cities
- **Target:** Young adults who are on the lookout for a naturally refreshing, juice drink
- **Positioning** : Refreshingly Orange, “Surprisingly Pulpy“
- **Differentiation** : Presence of real "Orange Pulp"



Kesari Tours 'Chota Break'

- **Segmentation** : Indian outbound segment
- **Target Market** : People wanting to relax and keep away from work on weekends
- **Positioning** : Chota Break
- **Differentiation** : Short Break and No inclusion of any activity



Thank You

