

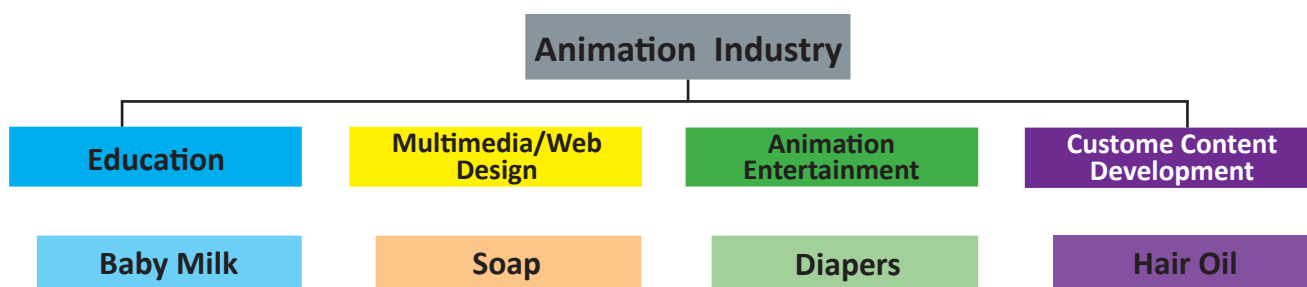
# PRODUCT MARKET SEGMENTATION

Product segmentation is a flexible way of grouping products. In a similar fashion to a target group, a product segment contains all products that possess a particular combination of product attributes.

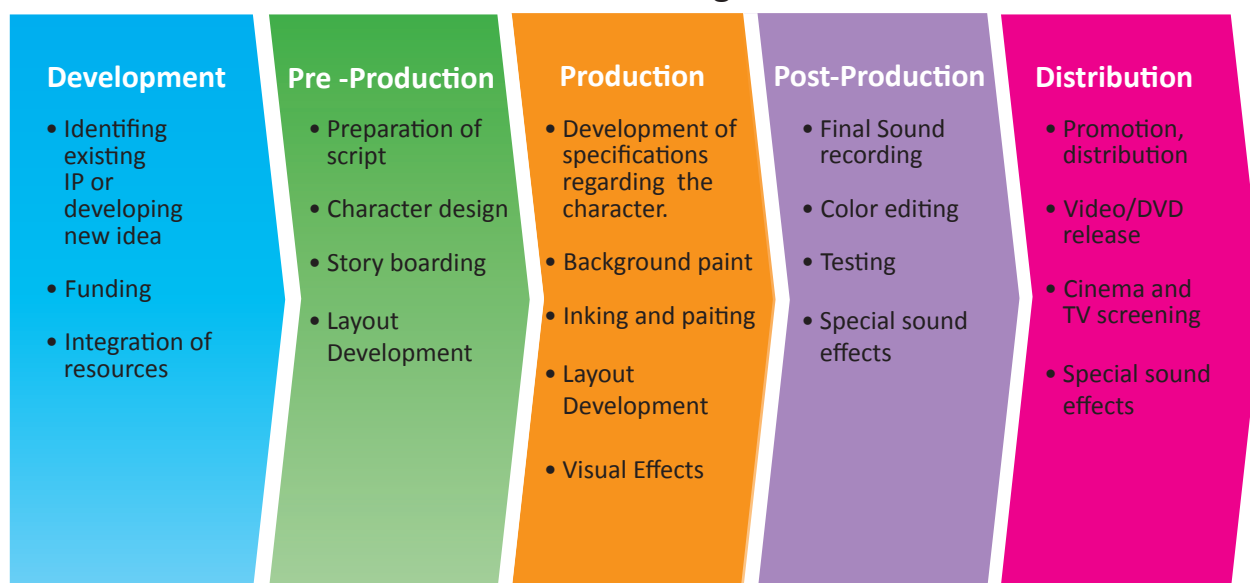


- Animation • Aviation • B2B Events Industry • B2B Online • B2B Publishing Industry • Baby Care • BEER • Book Retail
- Cinema • Cloud Computing • Coffee • Computer • E-Governance • Education • Event Management • Fertilizer • Film
- \* Food Retail • Gaming • Hair Colour • Ice Cream • Kidswear • Led • Local Search • Luggage • Luxury Car
- Man-Made Fiber • Medical Tourism • Modular Kitchen • Mosquito Repellent • Motors • Natural Gas • Online Classified
- Online Group • Online Travel • Packaged Food • Packaging • Paper • Smartphone Application • SPA • Sportswear
- Tablet Pc • Telecommunication • Textile • Tyre • Used Car • Wellness Service • White Spirits • Wine

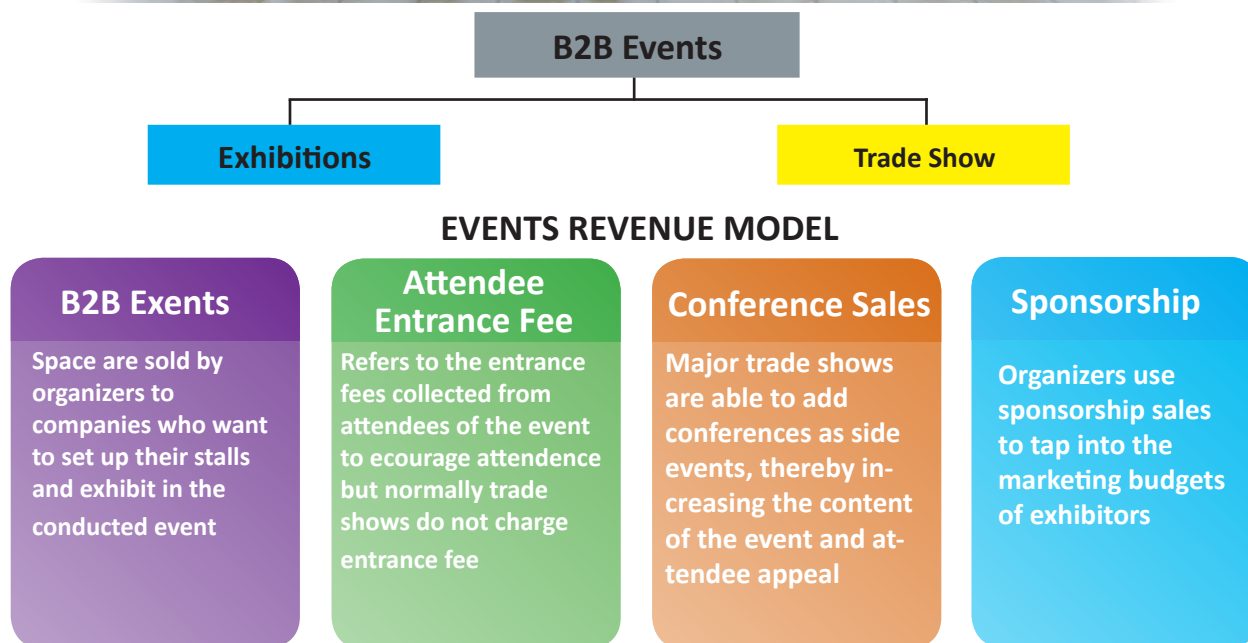
# ANIMATION INDUSTRY



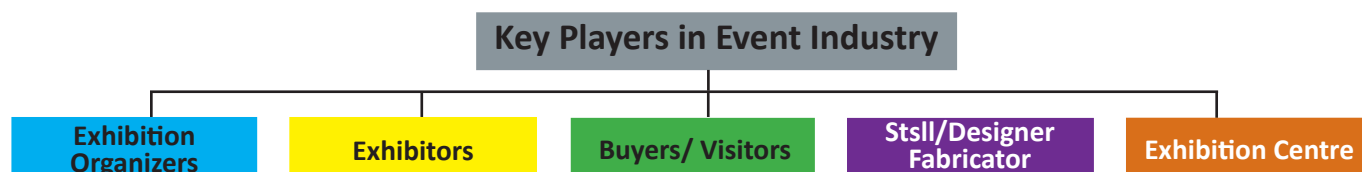
## Production Stages



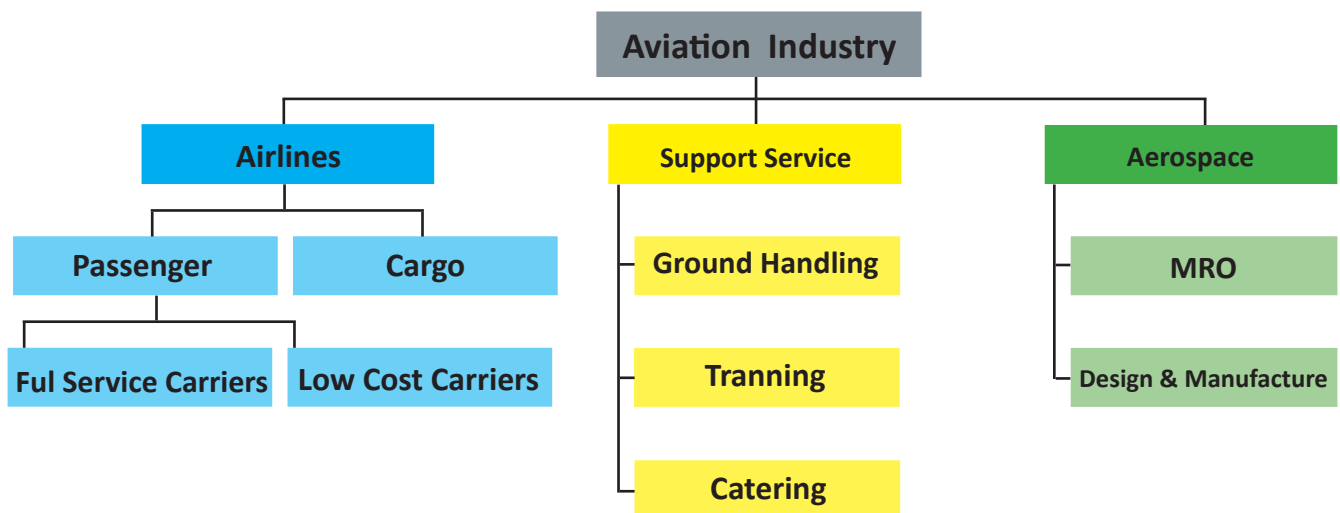
# B2B EVENTS INDUSTRY



## EXHIBITION KEY PLAYERS

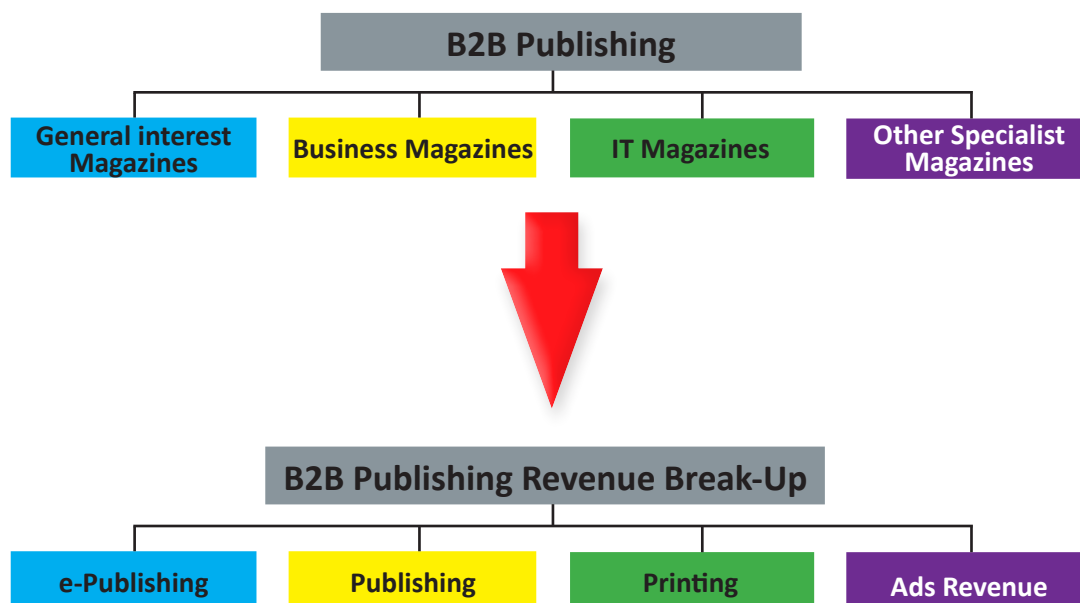


# AVIATION INDUSTRY

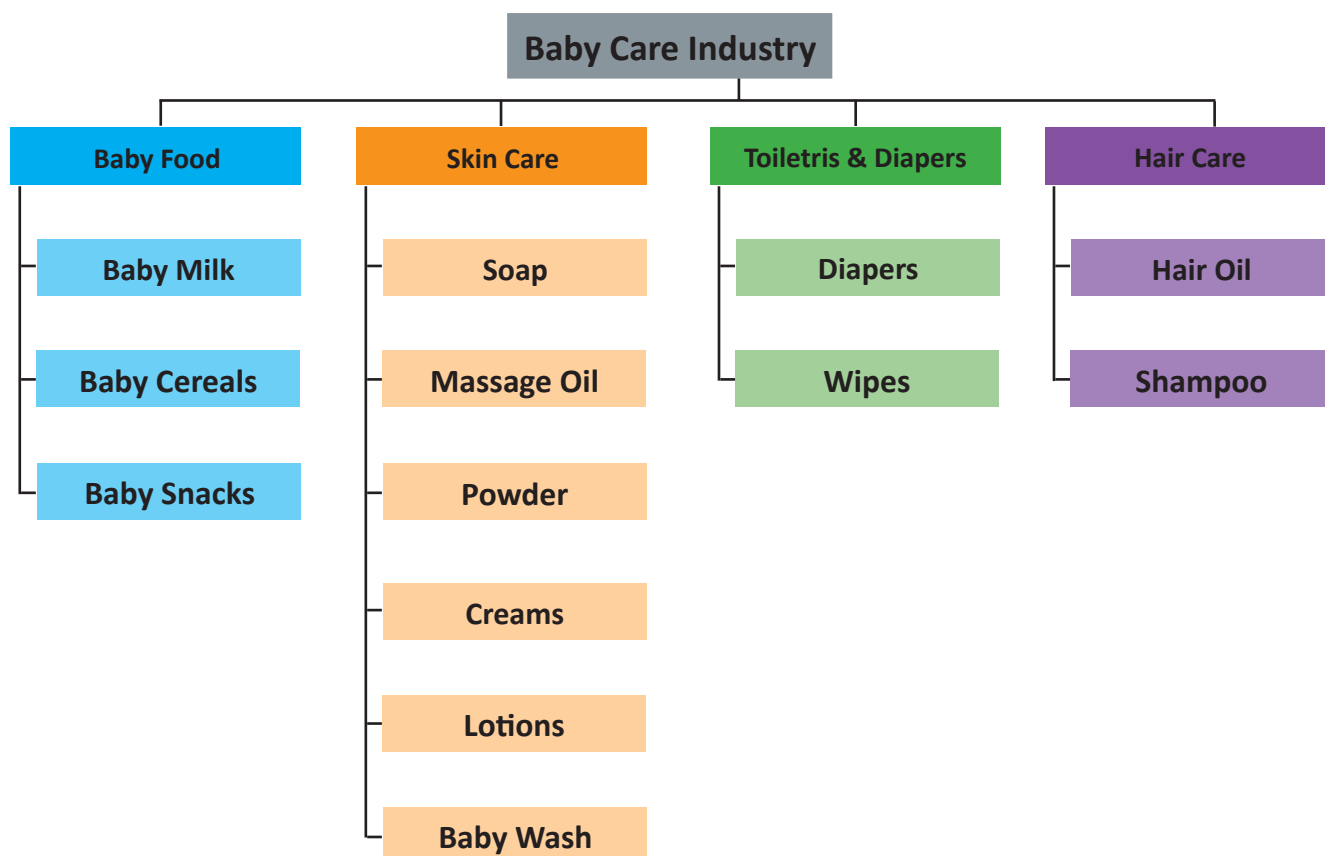




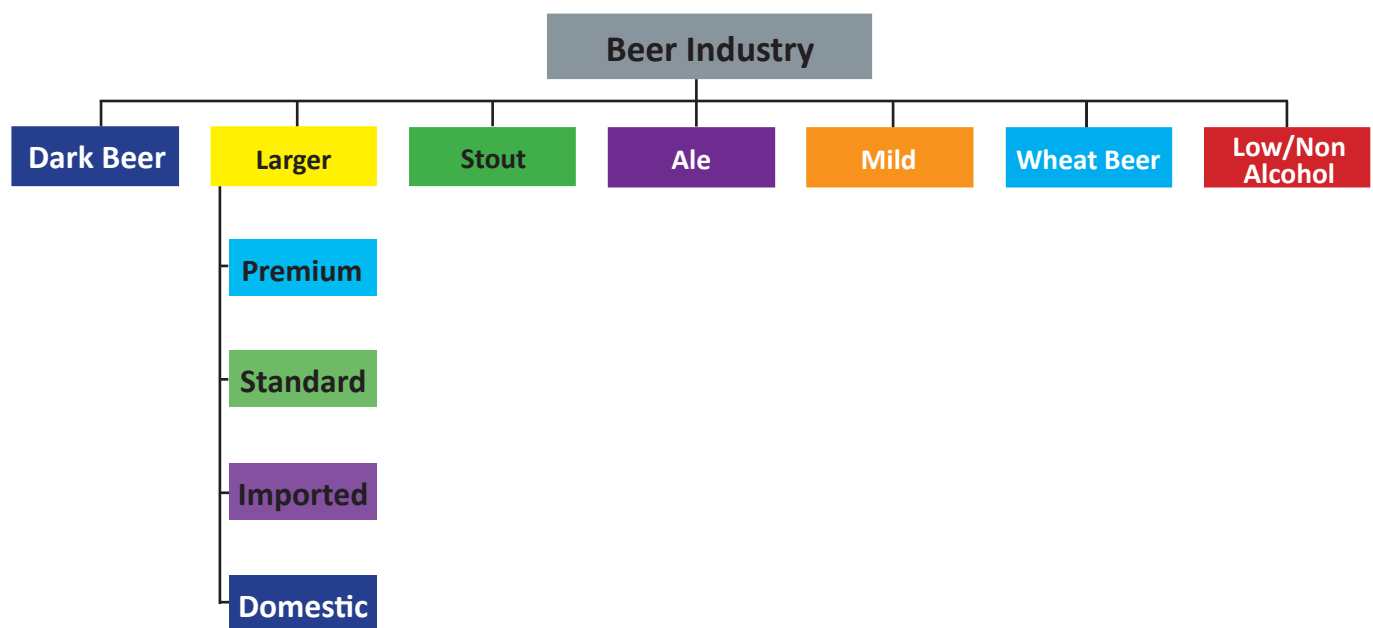
# B2B PUBLISHING INDUSTRY MARKET SEGMENTATION



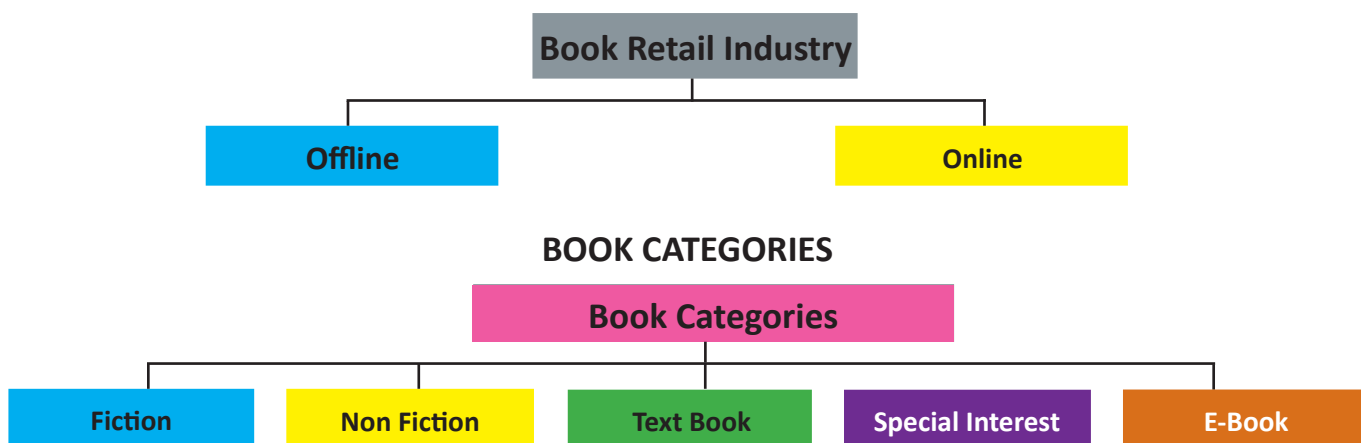
# BABY CARE INDUSTRY MARKET SEGMENTS



# BEER INDUSTRY MARKET SEGMENTS



# BOOK RETAIL INDUSTRY MARKET SEGMENTS



## BOOK RETAIL TARGET MARKET SEGMENTS

### Casual Shopper

These are customers who go to the bookstore with no set idea of what they want to purchase. They seek to spend a fair amount of time browsing the store and often are considered impulse buyers. Often they leave the store with small purchases or without buying anything. These customers are attracted to bookstores with low prices and large inventory.

### "Hard to Find Shopper"

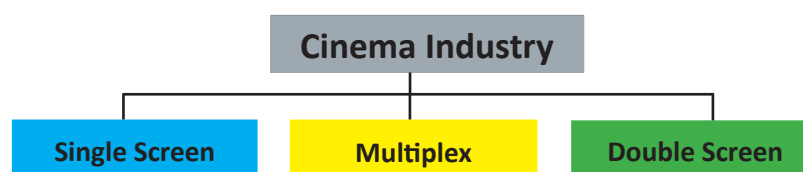
These are customers with very specific needs. They are looking for a difficult to obtain item, usually a book that is out of print. If we can satisfy this customer, then we are able to build significant customer loyalty. These clients are generally price insensitive and are also drawn to stores that have large inventory.

### Specific Category Shopper

These customers are those types that generally buy books or music of one category, such as fiction or romance. These customers generally have a good idea of what they want to purchase and have the greatest buyback/trade potential.



# CINEMA INDUSTRY MARKET SEGMENTATION



# CLOUD COMPUTING INDUSTRY MARKET SEGMENTATION



## Cloud Computing Industry

### SaaS

- SaaS is provided as licenses for the application to customers as a service on demand through a subscription or a “pay-as-you-go” model
- Some popular application includes payroll accounting CRM and video conferencing which are working on the SaaS model
- It helps in reaching out to the larger mass of small and medium business as SaaS is a pull based selling.

### PaaS

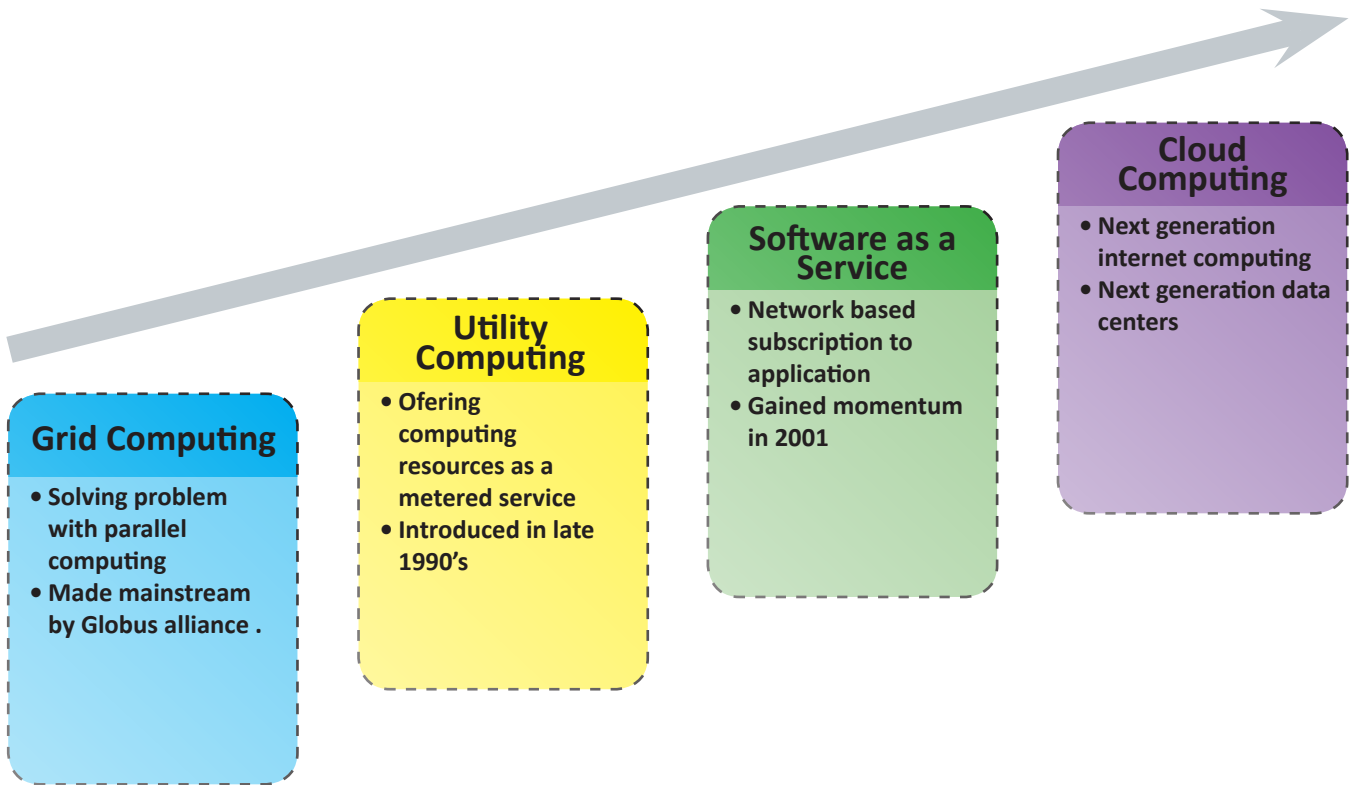
- PaaS provides an independent platform as a service on which developers can build and deploy customers applications
- Microsoft Azure and Google AppEngine fall under PaaS category of Cloud computing

### IaaS

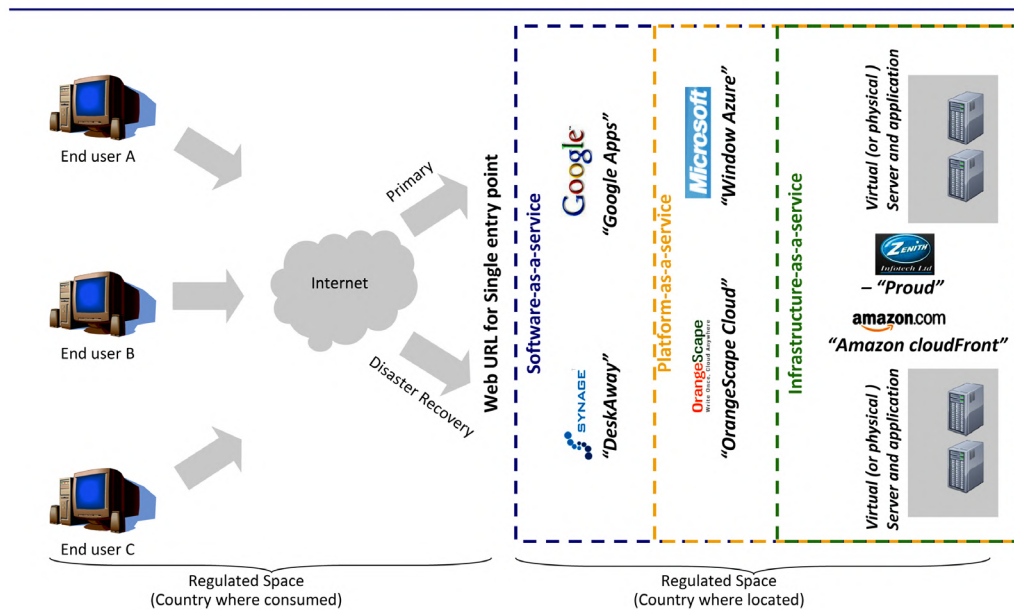
- IaaS means companies, instead of purchasing servers or data centre space, outsource these services from vendors
- IaaS involved delivering hardware and technology for computing, power storage, operating system as off premises on demand services rather than dedicated as onsite resources
- It provides service as a pay-as-you go business model allowing companies to scale up and down in response to real-time needs, rather than having to pay up front for infrastructure
- Till date, IaaS has seen heaviest adoption among small to mid-sized ISV's and businesses that don't have resources or economies of scale to build large IT infrastructures

# CLOUD COMPUTING INDUSTRY MARKET SEGMENTATION

## Evolution of Cloud Computing



## Structure of cloud computing



# CLOUD COMPUTING INDUSTRY MARKET SEGMENTATION

## Different types of deployment of cloud computing

### Private Cloud

- Cloud infrastructure is owned or leased by a single organization and is operated solely for that organization
- Care should be taken while understanding the total cost of ownership, since the opportunity to share the infrastructure costs, maintenance and support with several customers is lost

### Community Cloud

- Slight modification in private cloud will lead to community cloud infrastructure which is shared by several organizations and supports a specific community that has shared concerns
- It may include government mission, security requirements and industry specific group.

### Public Cloud

- Resources are shared and sold over the Internet among all clients, who share the same mega infrastructure
- Google, Salesforce and Amazon are some of the providers of public cloud services

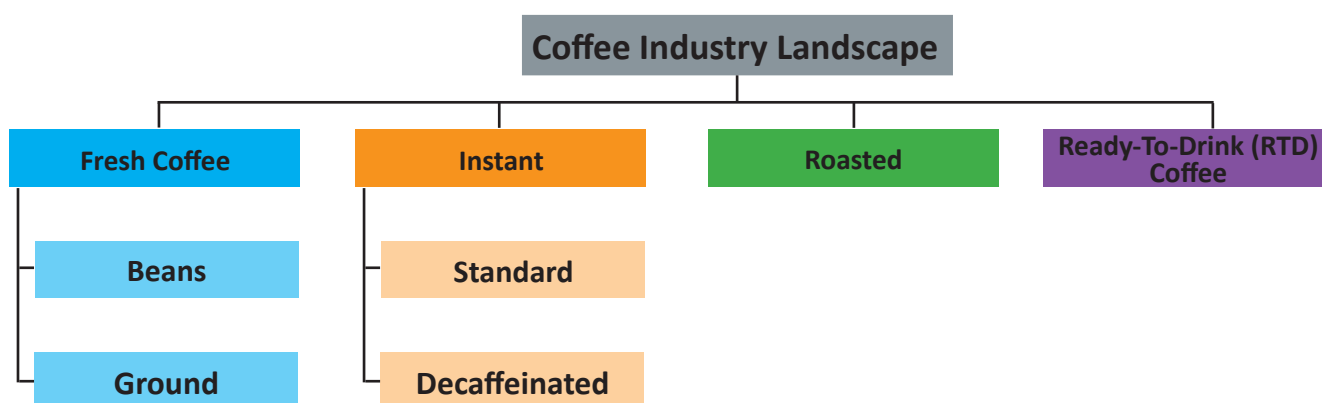
### Hybrid Cloud

- It is a composition of two or more clouds (internal, community, or public) typically to adjust the level of service and security between different applications
- Most efficient model for most organizations, combining the flexibility of different clouds

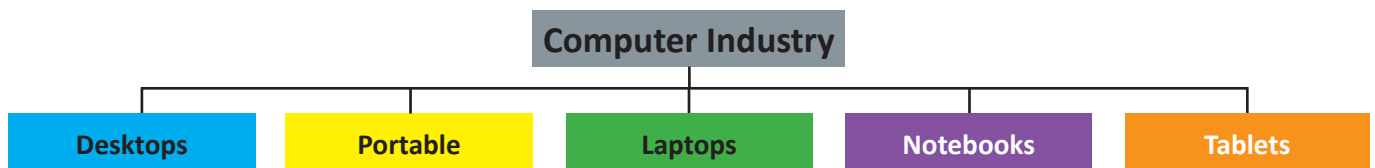




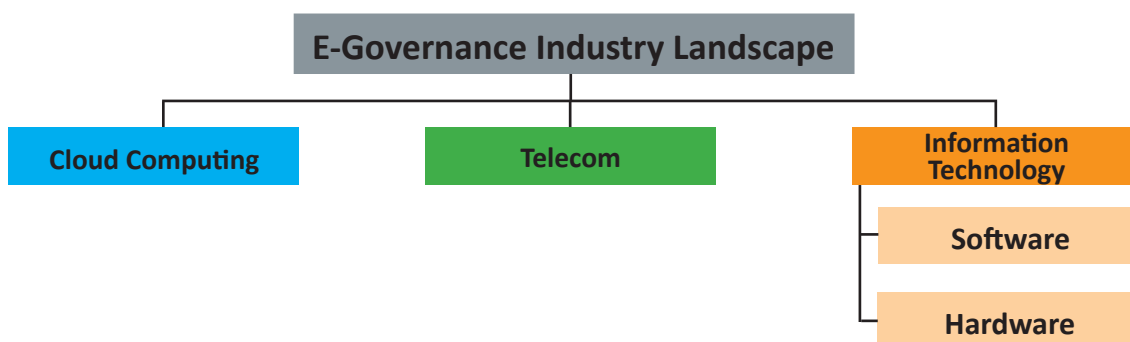
# COFFEE INDUSTRY MARKET SEGMENTATION



# COMPUTER INDUSTRY MARKET SEGMENTATION



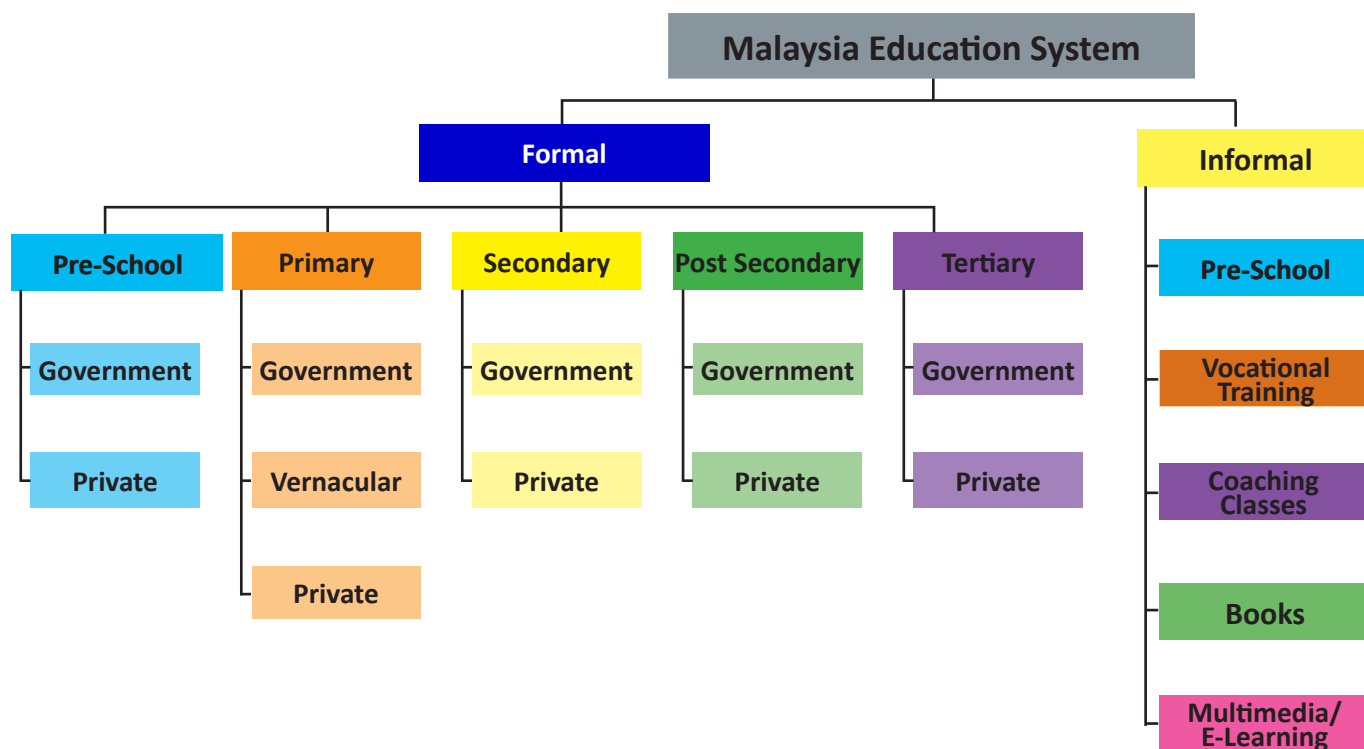
# E-GOVERNANCE INDUSTRY MARKET SEGMENTATION



## Various Means of E- Governance Communications

<b>Government to Citizen (G2C)</b>	<ul style="list-style-type: none"> <li>G2C involve giving better services to citizens through a single point delivery mechanism in areas like –               <ul style="list-style-type: none"> <li>E-citizen: To offer services like issue of Certificates, Ration Cards, Passports, Payment of Bills and taxes.</li> <li>E-Transport: Registration of motor vehicles, Issue of driving licenses, Issue of plying permissions (Permits), Tax and fee collection through Cash and Bank Challans and Control of Pollution</li> <li>E-Medicine: Linking of various hospitals in different parts of the country to provide better medical services to the citizen.</li> <li>E-Registration: Registration and transfer of the properties and stamp duty to be paid</li> </ul> </li> </ul>
<b>Consumer to Government (C2G)</b>	<ul style="list-style-type: none"> <li>It constitute the areas where the citizen interacts with the Government.</li> <li>It will include areas like election when citizens vote for the Government; Census and taxation</li> </ul>
<b>Government to Government (C2G)</b>	<ul style="list-style-type: none"> <li>Also referred as e-Administration. It involves networking all Government offices so as to produce synergy among them. The major areas are:               <ul style="list-style-type: none"> <li>E-Secretariat</li> <li>E-Police</li> <li>E-Court</li> </ul> </li> </ul>
<b>Government to Business (G2B)</b>	<ul style="list-style-type: none"> <li>This constitute the various services a business house needs to get from the Government, which includes getting licenses etc.</li> </ul>
<b>Government to NGO (G2N)</b>	<ul style="list-style-type: none"> <li>It involves building various associations or interest groups that will ensure the betterment of the society. It includes -               <ul style="list-style-type: none"> <li>Publishing: Delivering data to citizens, it will involve open access to government information</li> <li>Interaction: Delivering data to citizens and receiving data from citizens will help in getting feed back</li> </ul> </li> </ul>

# EDUCATION INDUSTRY MARKET SEGMENTATION





# EVENT MANAGEMENT MARKET SEGMENTATION



## Event Management Industry Landscape

### Corporate Events

- Most event management companies rank corporate events as their topmost priority
- They provide great opportunities of exposure for the players
- Corporate events include trade biz shows, events for various multinational companies and foreign banks, national and international seminars, B2B shows, B2C shows, training programs, incentive tours, executive meetings, Annual Day celebrations, award ceremonies

### Cultural Events

- Popular cultural events include ceremonial, religious, art, social gathering shows, heritage, folklore, traditional folk evenings, awareness shows, theme parties, heritable shows

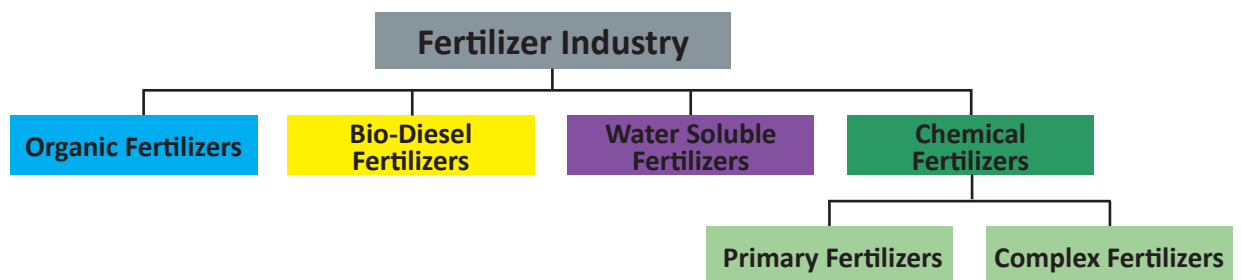
### Leisure Events

- Involves higher costs and advanced infrastructure as these events are generally telecasted on television
- This category includes stage shows, music shows, ghazal shows, live concerts, dance shows, star nights, mimicry shows, leisure sport and other recreational and entertainment activities

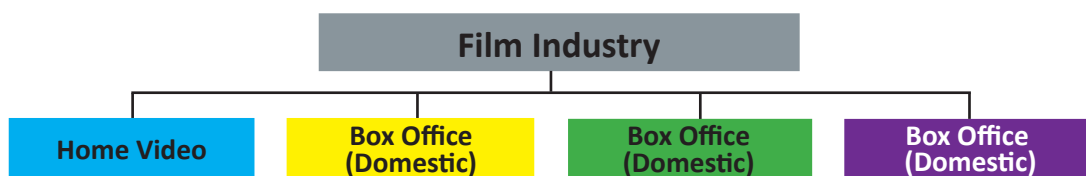
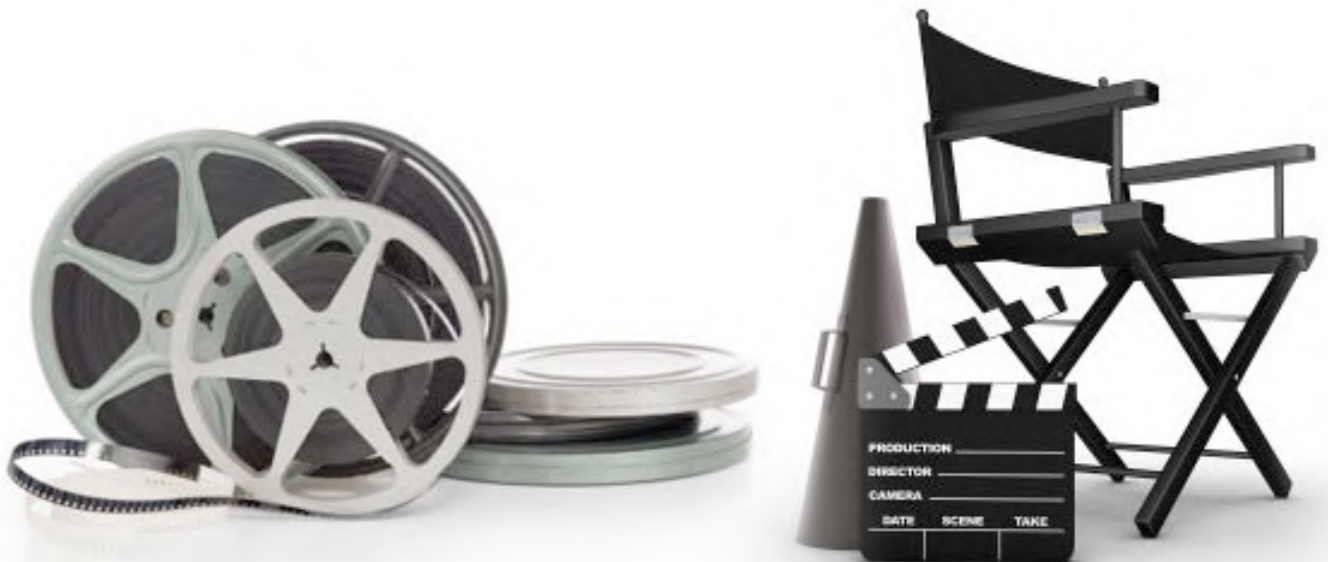
### Personal Events

- Personal events is one of the most popular of all events as every family looks forward to a well organized and smooth running event
- Adding professional expertise to such occasions not only makes such events special but also relieves families from the extra burden of handling responsibilities
- The famous personal events include wedding ceremonies, birthday ceremonies, marriage anniversaries, annual picnics and other occasional functions

# FERTILIZER MARKET SEGMENTATION



# FILM INDUSTRY MARKET SEGMENTATION

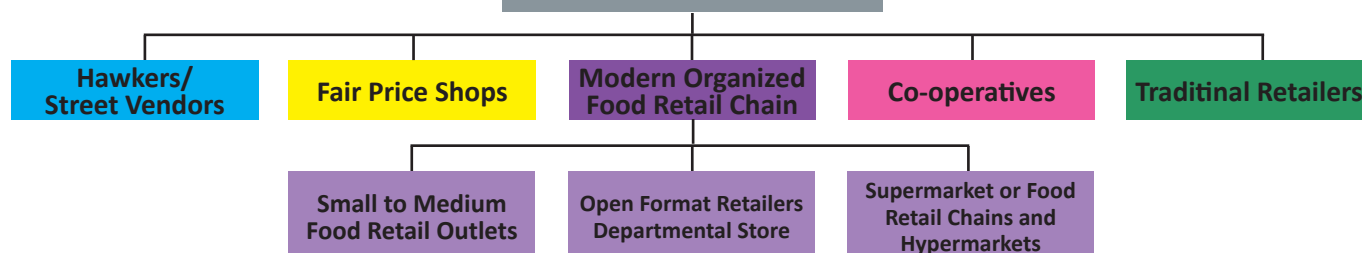




# FOOD RETAIL MARKET SEGMENTATION



## Consumer Food Needs

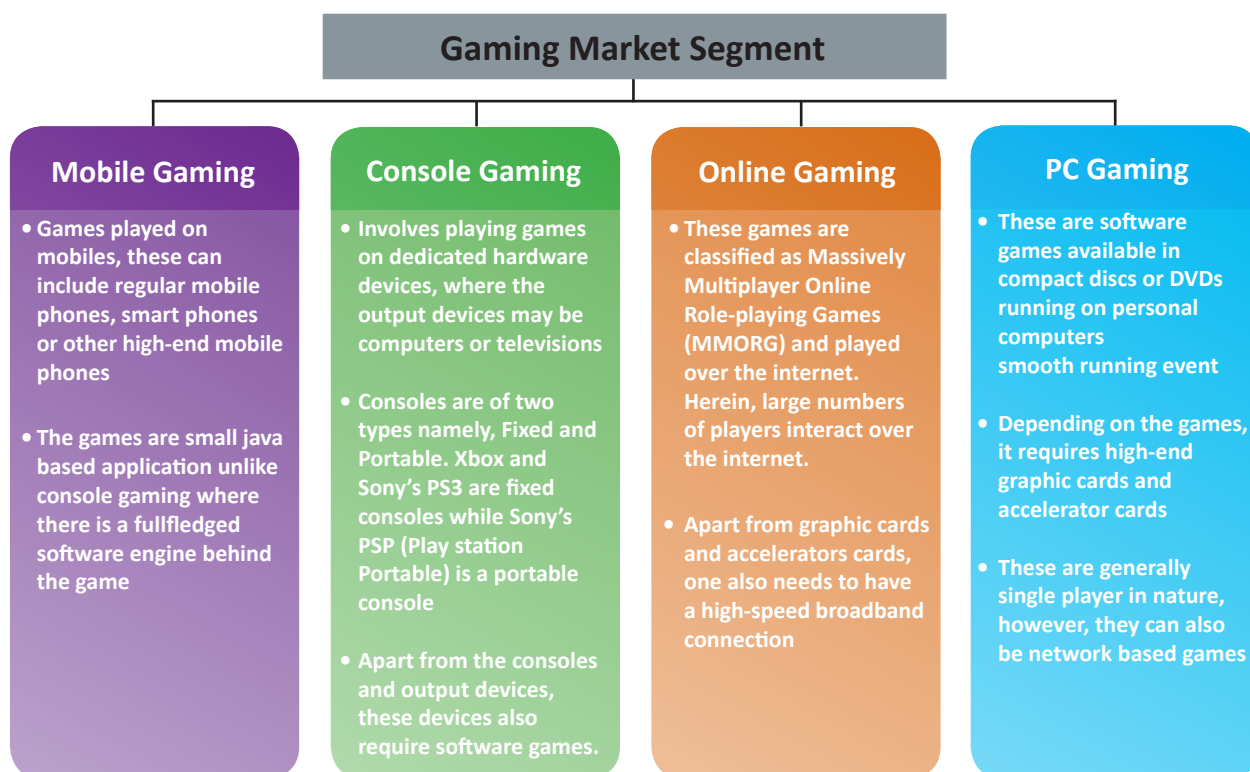


## Retail Supply Chain





# GAMING INDUSTRY MARKET SEGMENTATION



# HAIR COLOUR MARKET SEGMENTATION



## Types of Hair Dye

### Semi Permanent

- Does not contain peroxide or ammonia
- Lasts 6-12 Shampoos

### Demi Permanent

- Low peroxide level, contains no ammonia
- Lasts up to 24 Shampoos

### Permanent

- Contains both peroxide and ammonia
- Touch-Ups needed every 4-6 weeks

### Tone-on-Tone

- Non-ammonia dyes are generally tone-on-tone colors which means one will not be able to lift the base color of the hair but one can have it infused with an arresting tone Tone on Tone
- This way hair is eased into the coloring process without one having to endure the smell or chemical deposition level of an ammonia-based product

### Highlighting/ Streaking

- This technique offers different ways to color of one's hair
- Anything from large strategically placed chunks of color to a more subtle back-to-back weaving or slicing techniques can be employed to give either an outré or more traditional coloring of one's preference

### Global Colouring

- In this method, all the hair is colored from root to end
- One can achieve a radical transformation (like bright red mop) or even settle for more honey or chocolate colored tresses

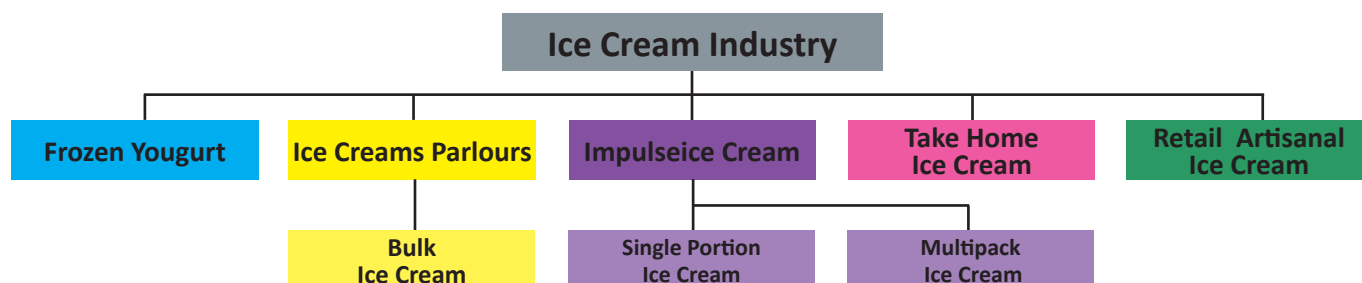
### Grey Coverage

- This is a continuous process where hair is colored once a month
- Consumers have been weary of this technique as it is a constant process

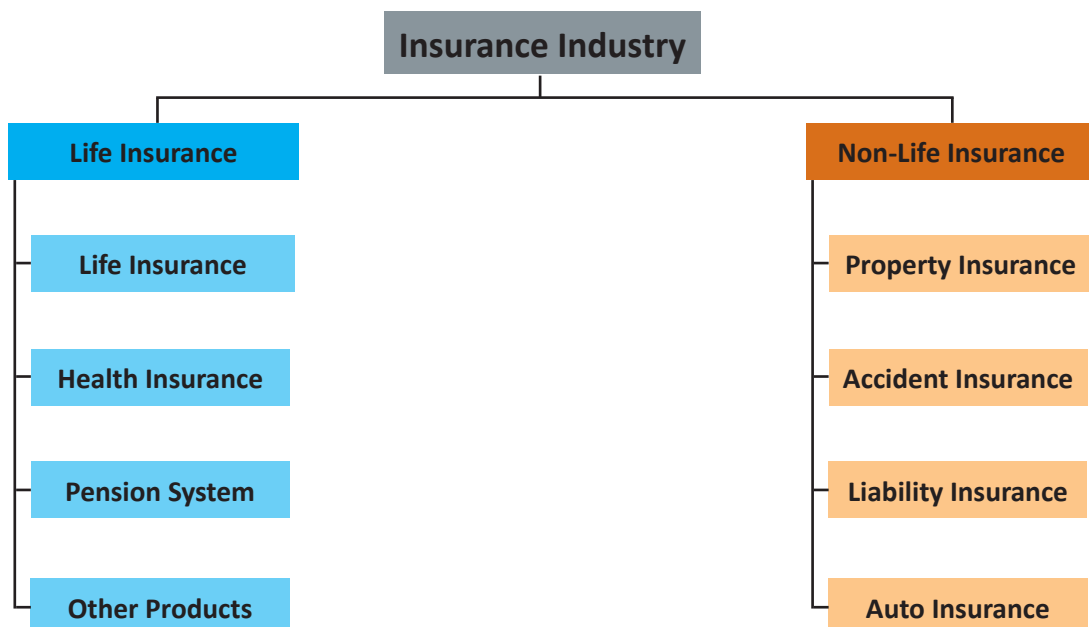
### Retail Packs

- Many companies have user-friendly packs with ready-made color concoctions that come with easily understandable directions
- It is however advisable that the consumer takes assistance from a salon colorist

# ICE CREAM INDUSTRY MARKET SEGMENTATION

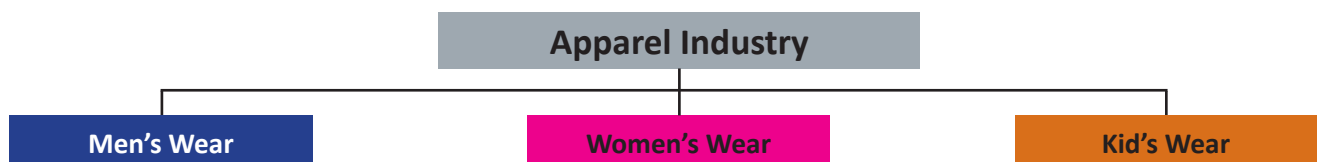
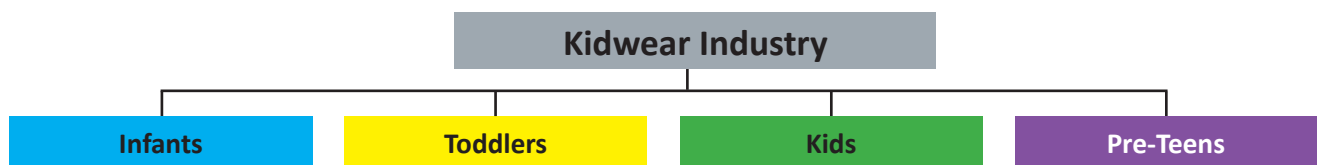


# INSURANCE INDUSTRY MARKET SEGMENTATION

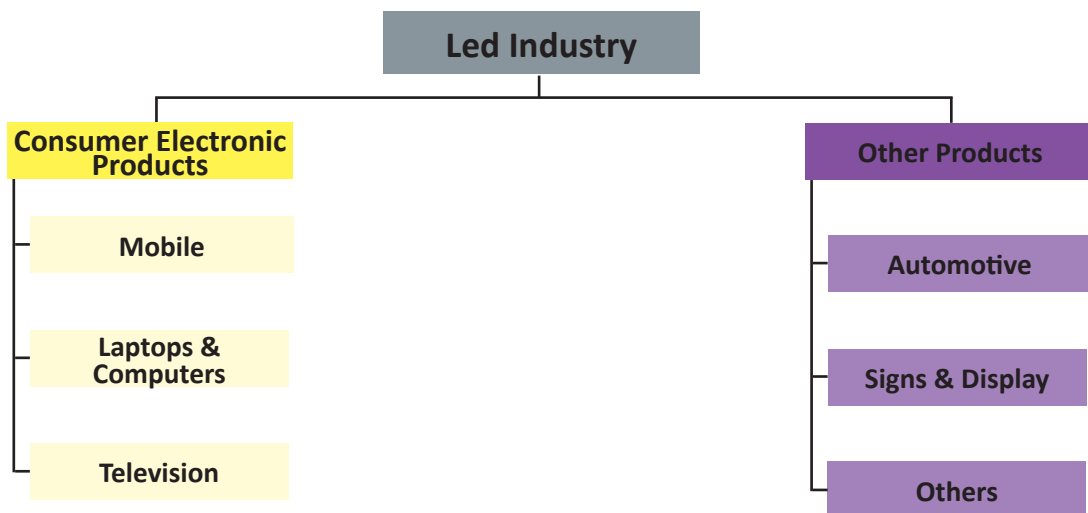




# KIDSWEAR INDUSTRY MARKET SEGMENTATION



# LED INDUSTRY MARKET SEGMENTATION



# LOCAL SEARCH INDUSTRY MARKET SEGMENTATION



Word of Mouth  
Printing Directories

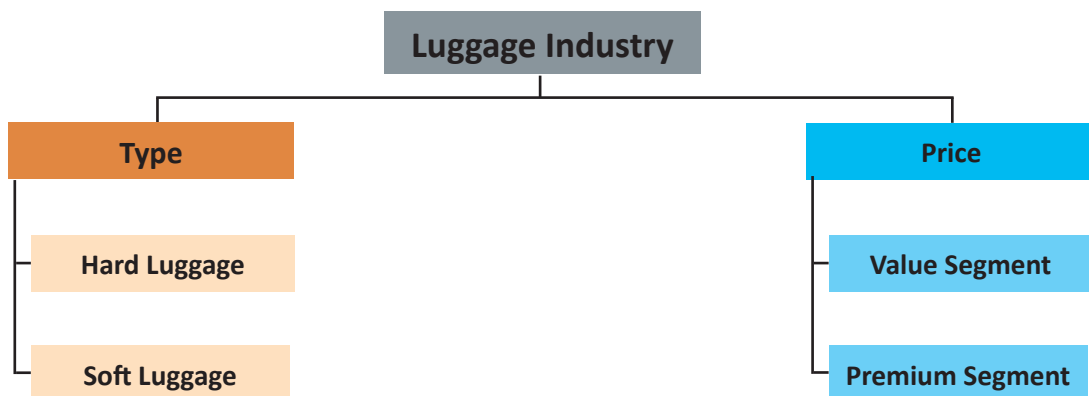
Advent of Phone  
Based on  
Information  
Services

Online Directories

Mobile Search

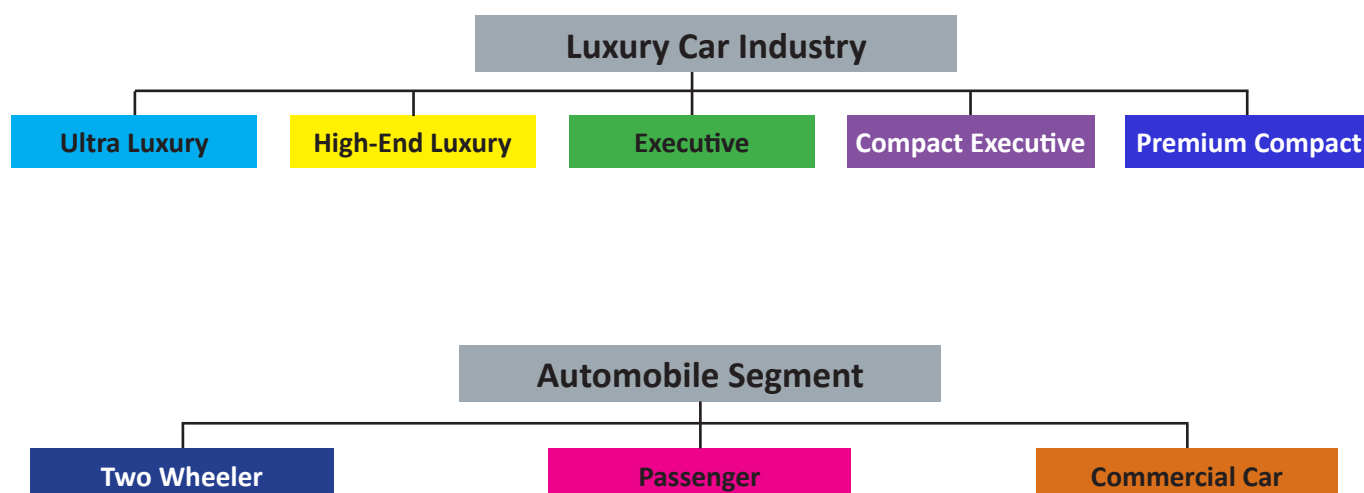
Automated Voice  
Based Search

# LUGGAGE INDUSTRY MARKET SEGMENTATION

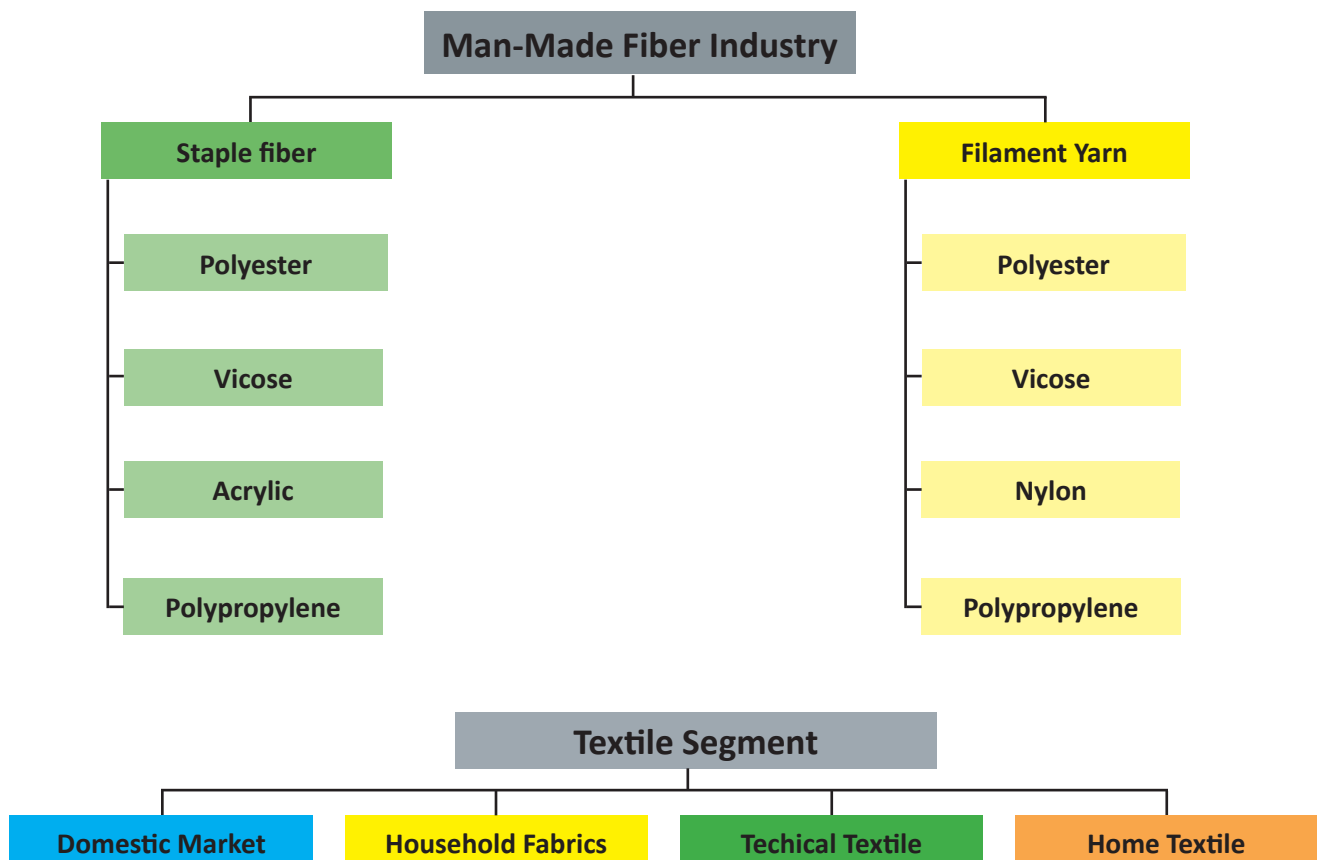




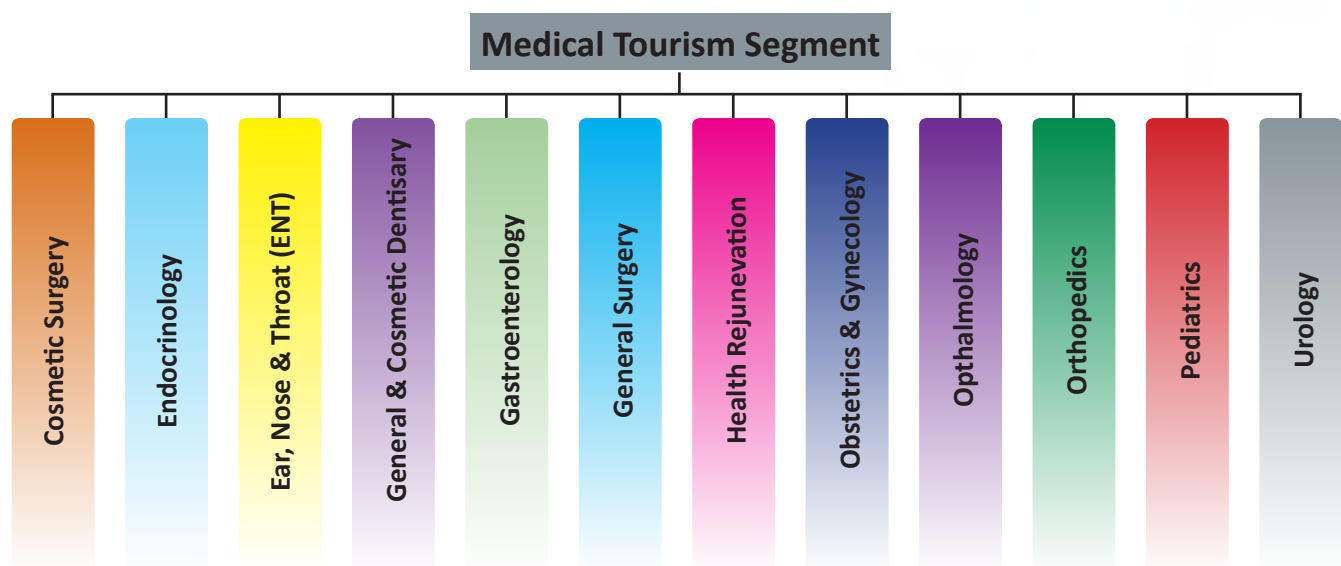
# LUXURY CAR INDUSTRY MARKET SEGMENTATION



# MAN-MADE FIBER INDUSTRY MARKET SEGMENTATION



# MEDICAL TOURISM INDUSTRY MARKET SEGMENTATION



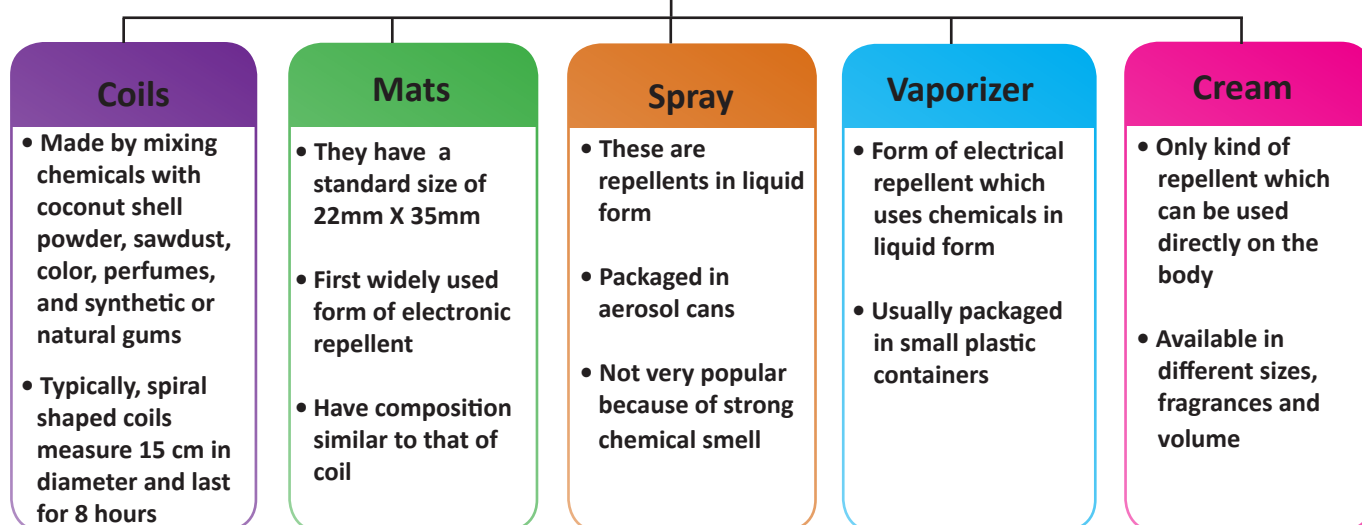
# MOSQUITO REPELLENT INDUSTRY MARKET SEGMENTATION



## Key Players in Event Industry

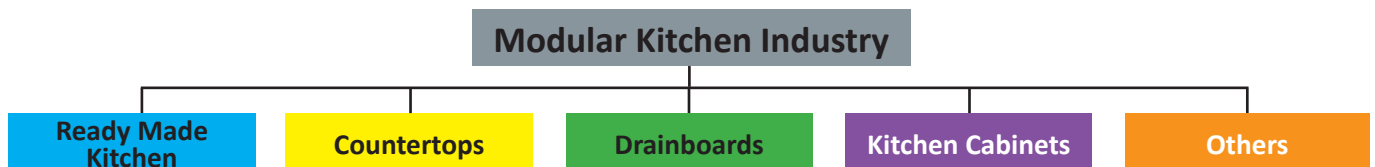


## REPELLENTS Repellents

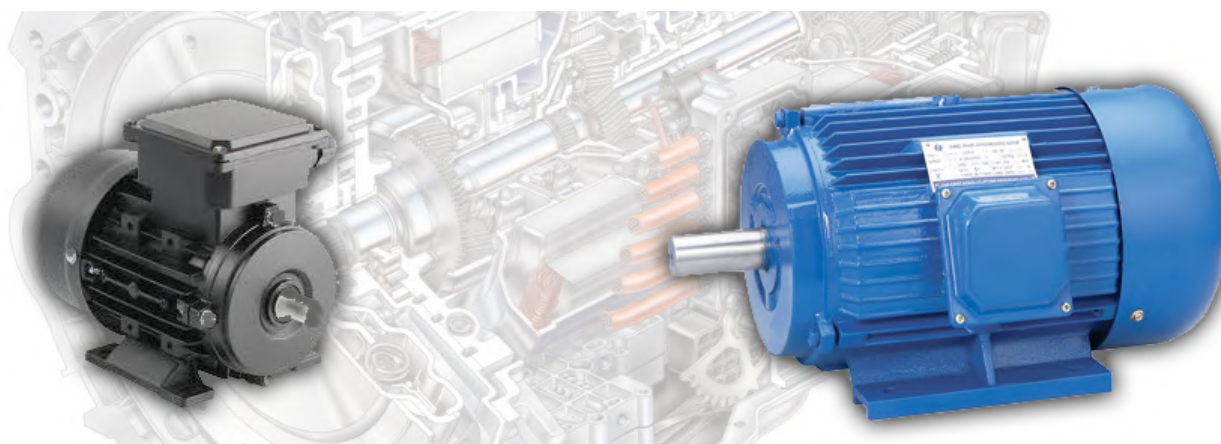




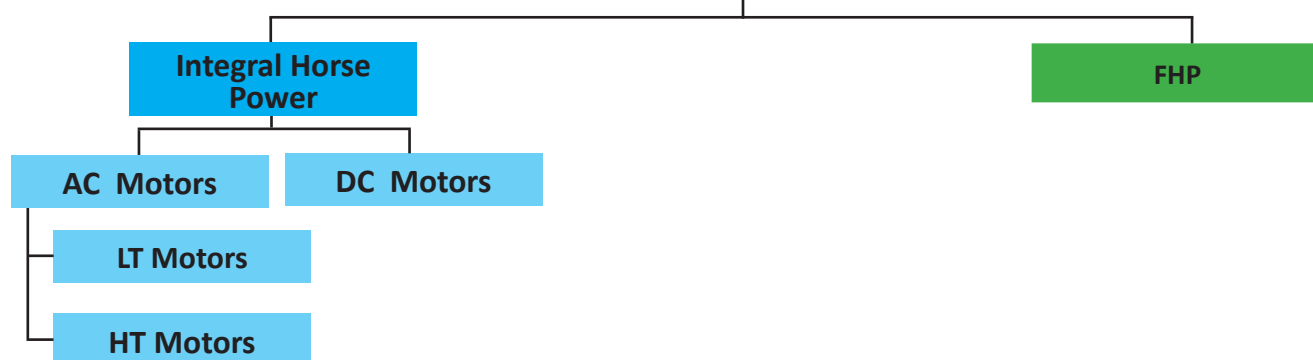
# MODULER KITCHEN INDUSTRY MARKET SEGMENTATION



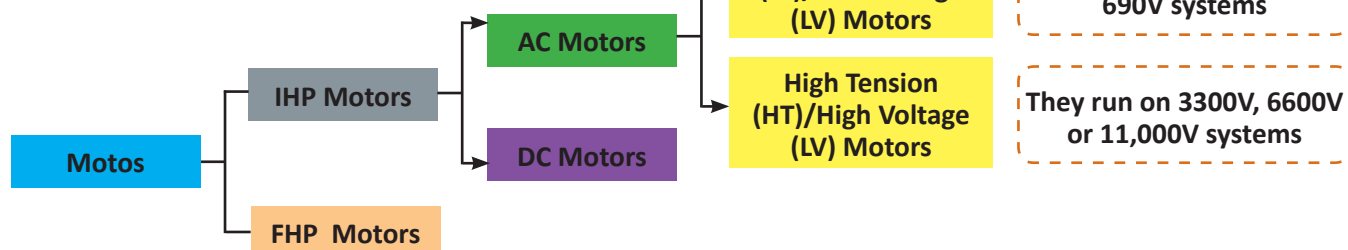
# MOTORS INDUSTRY MARKET SEGMENTATION



## Motors Market Industry



## Electrical Motors Market - Overview



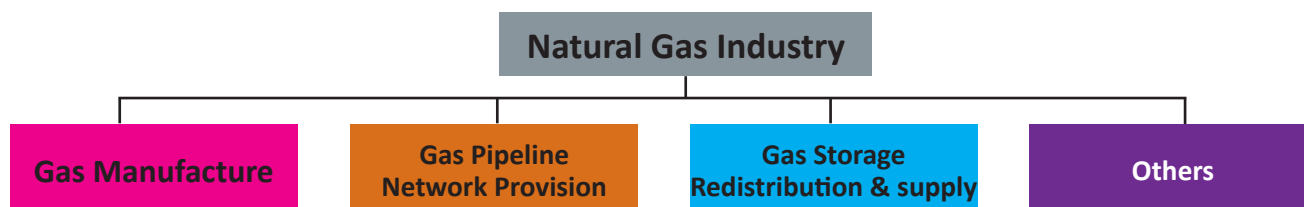
### AC Motors

- Uses alternating current that reverses its direction of flow at regular intervals
- Lower in price and used for applications requiring more than about 1/2 hp (325 watts) of power
- Used in air conditioners, washers, dryers, industrial machinery, fans, blowers, vacuum cleaners, and many other applications

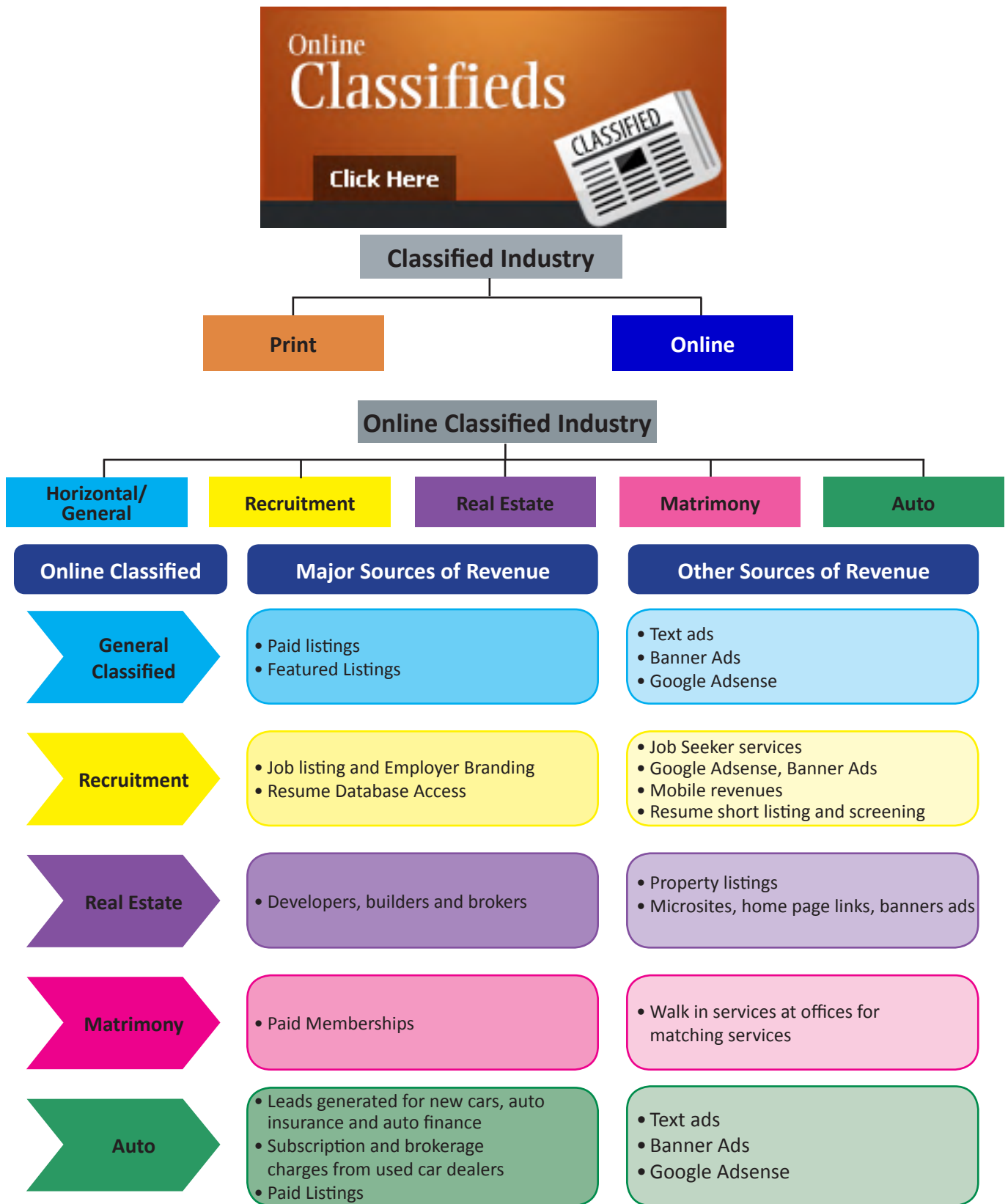
### DC Motors

- Uses direct-unidirectional current with strong power at start up
- Its use is often restricted to a few low speed, low- to-medium power applications like machine tools and rolling mills
- Expensive compared to AC motors and is less reliable & less suitable for extended periods of use

# NATURAL GAS INDUSTRY MARKET SEGMENTATION

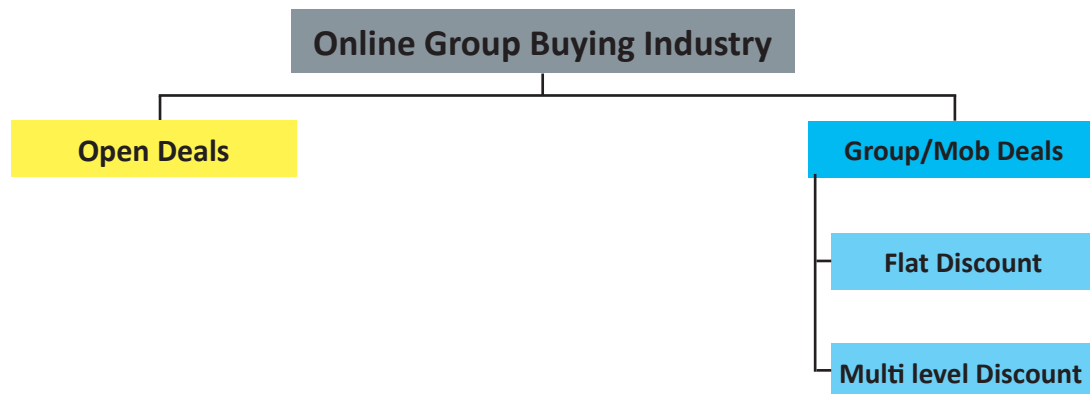


# ONLINE CLASSIFIED INDUSTRY MARKET SEGMENTATION

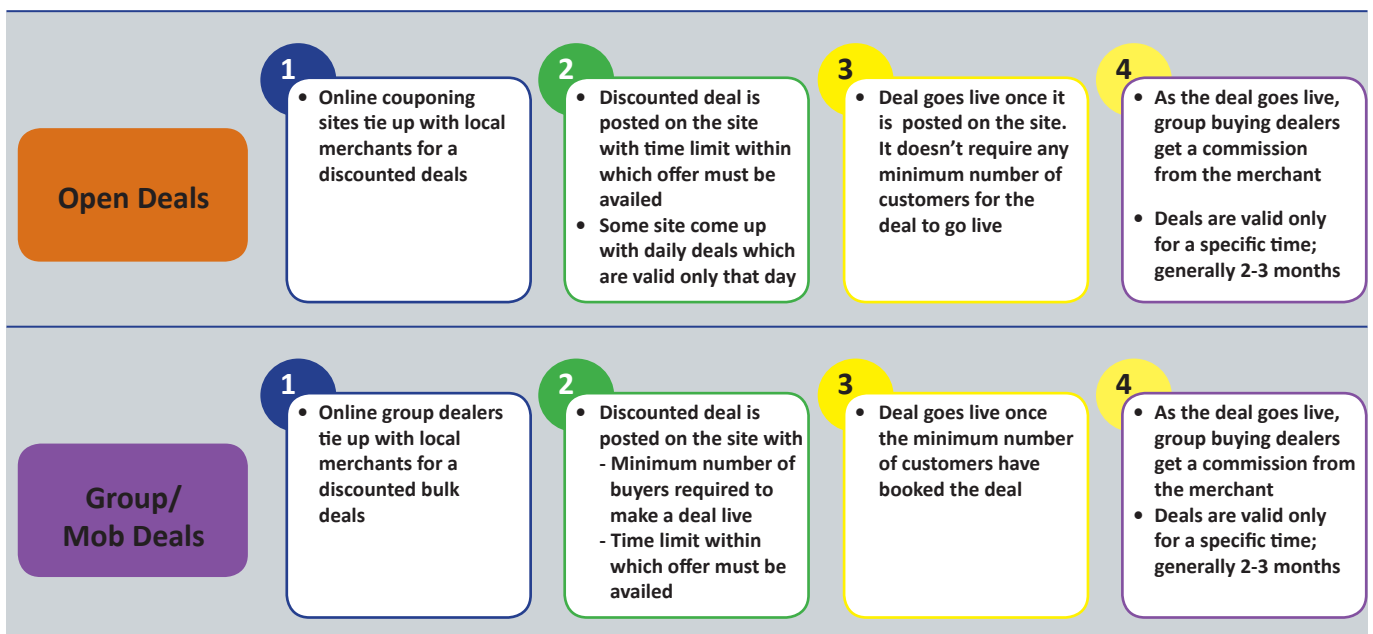




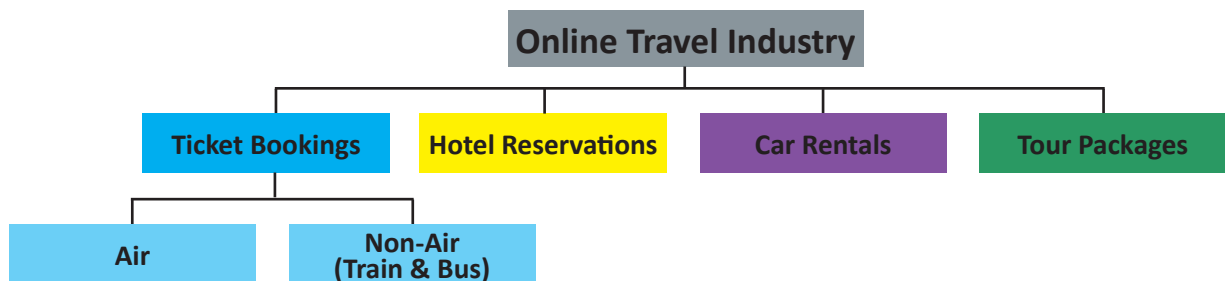
# ONLINE GROUP BUYING INDUSTRY MARKET SEGMENTATION



*Players are adopting different models to tap the target audience..*



# ONLINE TRAVEL INDUSTRY MARKET SEGMENTATION



# PACKAGED FOOD INDUSTRY MARKET SEGMENTATION



## Packaged Food Industry



Packaged food essentially refers to food products, either complete meals or requiring minimal processing, which are positioned to reduce time constraints and encourage fast consumption

Can be consumed directly  
without any processing

### Confectionery

Sugar Confectionery  
Gum, Mints & Jellies  
Chocolate  
Confectionery

### Snacks

Popcorn  
Chips/Crisps  
Snack Noodles  
Extruded Snacks

### Dairy

Milk & Yoghurt  
Cheese & Butter  
Shelf Stable Desserts  
Other Dairy Products

### Bakery

Bread  
Cookies  
Cakes & Pastries  
Biscuits and Wafer

Requires minimal processing for consumption

### Noodles

Plain Noodles  
Instant Noodles  
Frozen Noodles

### Dried Processed Food

Pasta and soups  
Breakfast Cereals  
Dried Ready Meals  
Other Food preparations

### Others

Frozen Processed Fish  
Frozen Processed Meat  
Sauces & Condiments  
Frozen Processed Vegetables

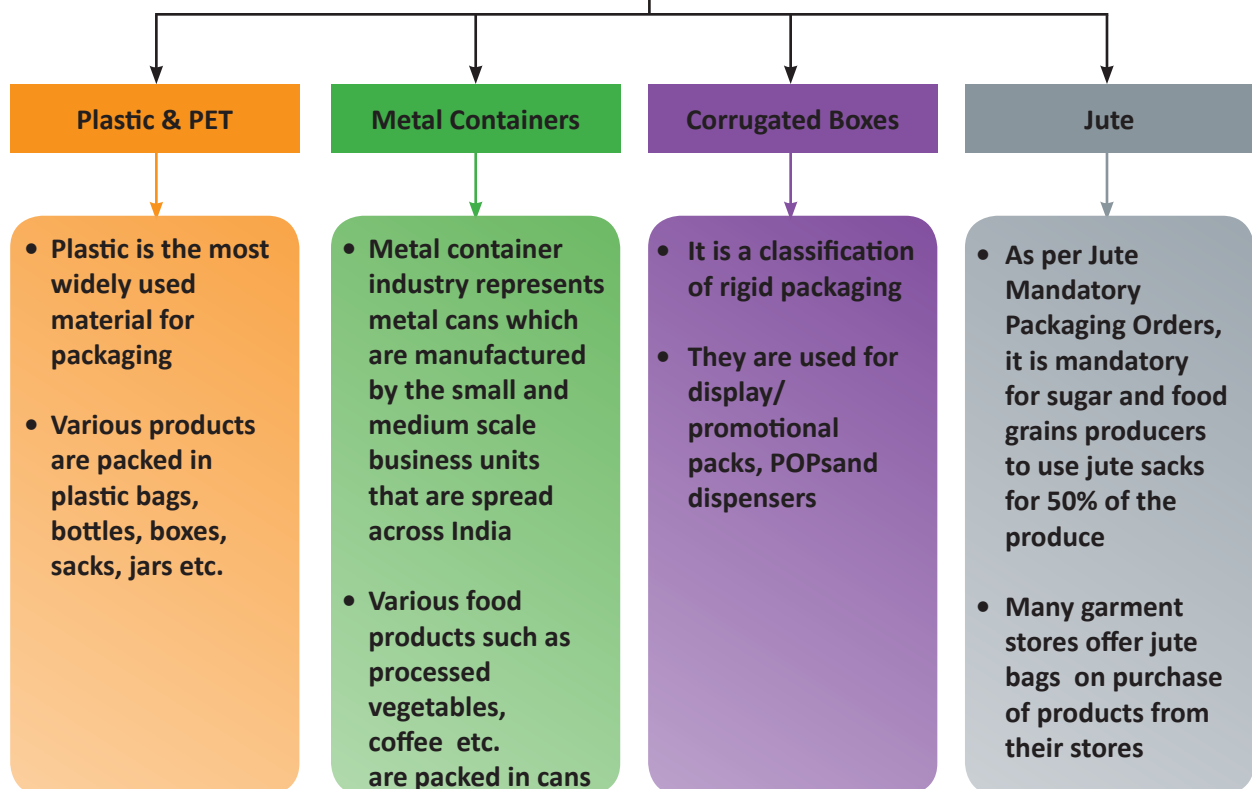
# PACKAGING INDUSTRY MARKET SEGMENTATION



## Packaging Food Industry

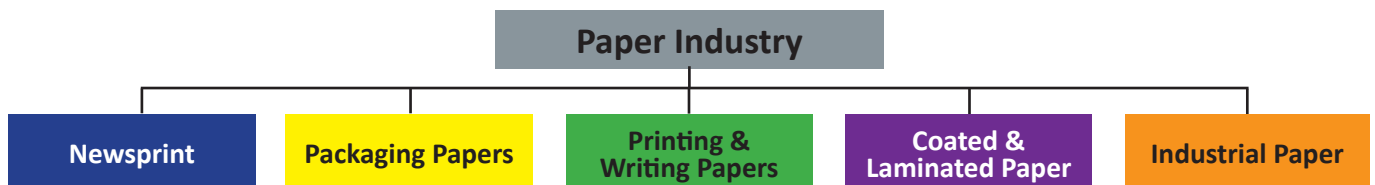


## Types of Packing (By Material)

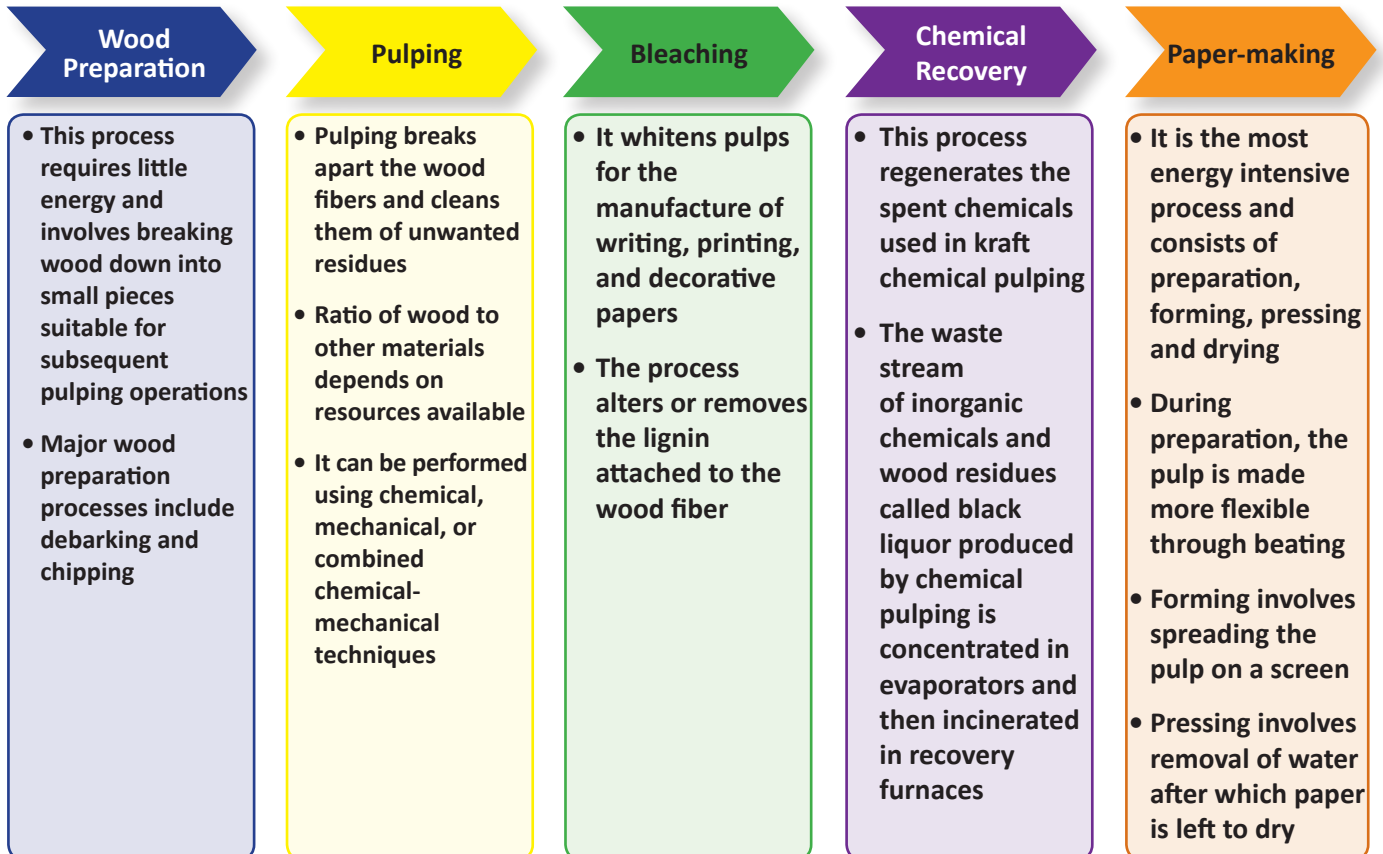




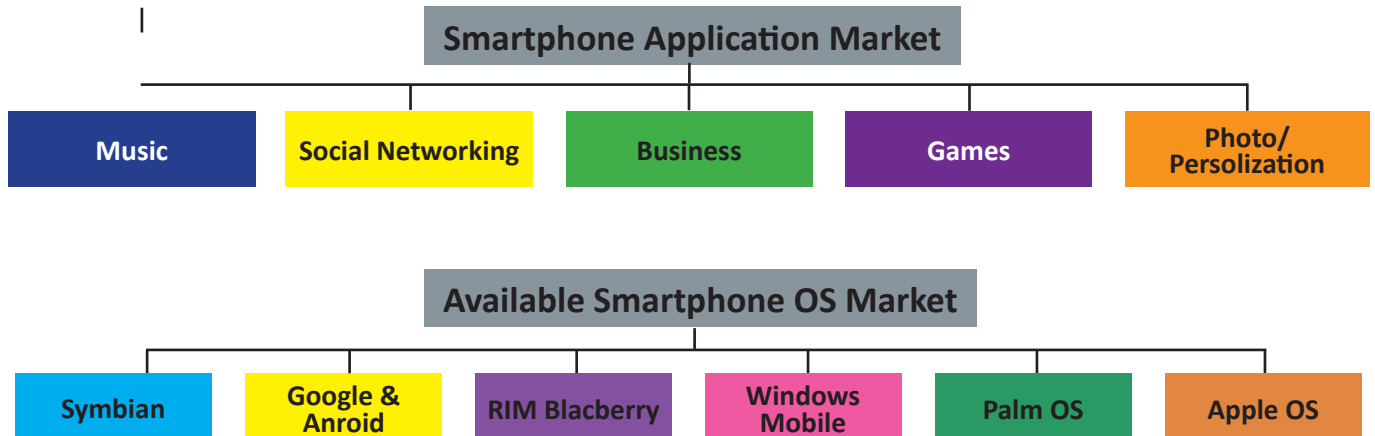
# PAPER INDUSTRY MARKET SEGMENTATION



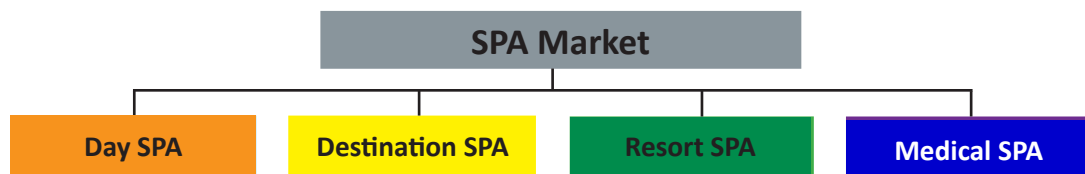
## Value Chain Analysis



# SMARTPHONE APPLICATION MARKET SEGMENTATION

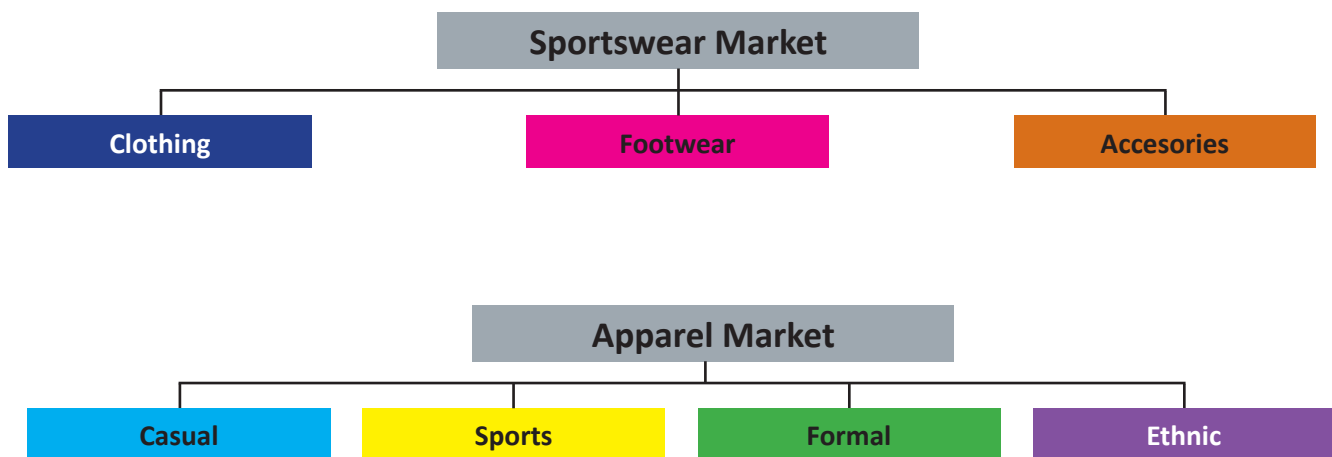


# SPA MARKET SEGMENTATION



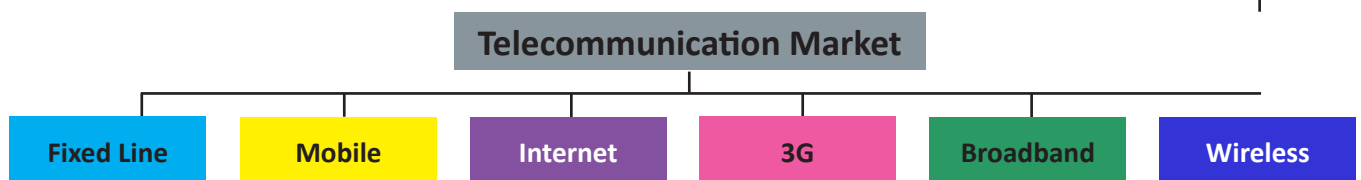


# SPORTSWARE MARKET SEGMENTATION

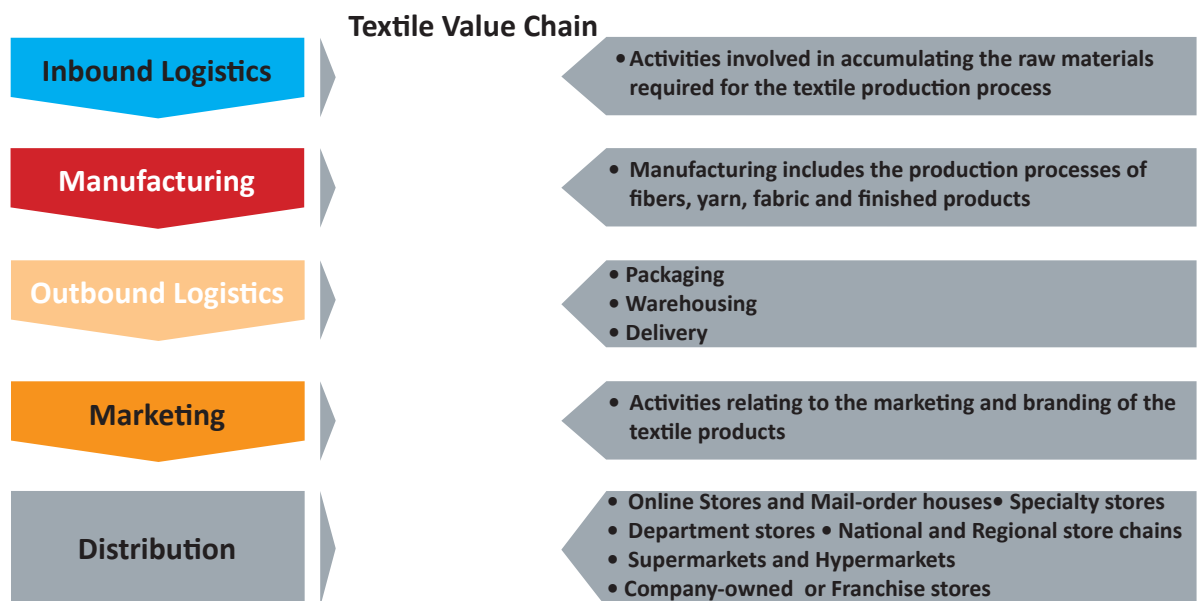
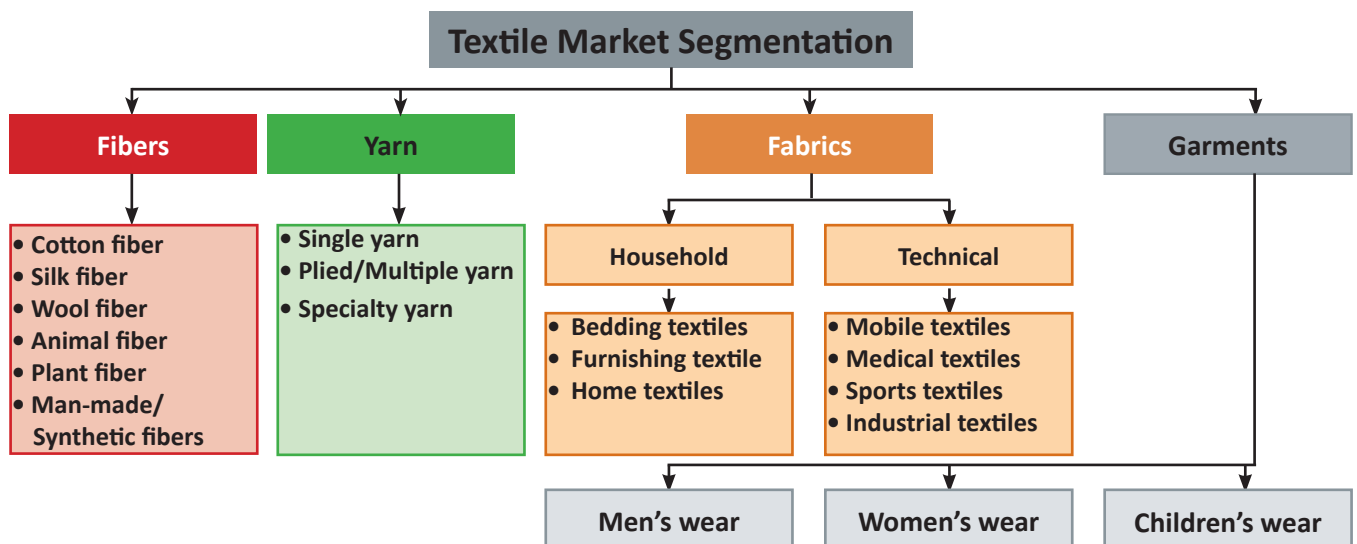




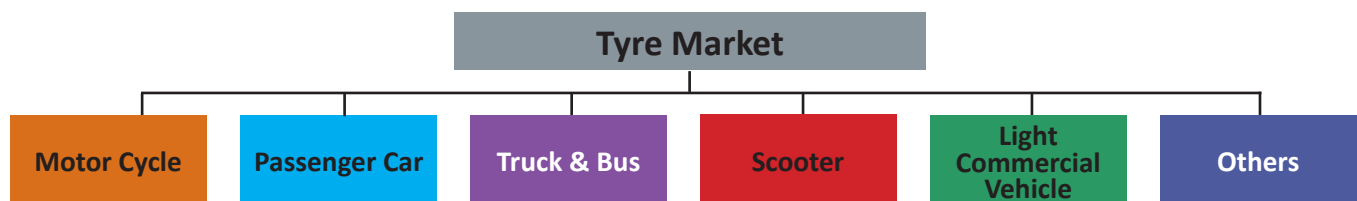
# TELECOMMUNICATION MARKET SEGMENTATION



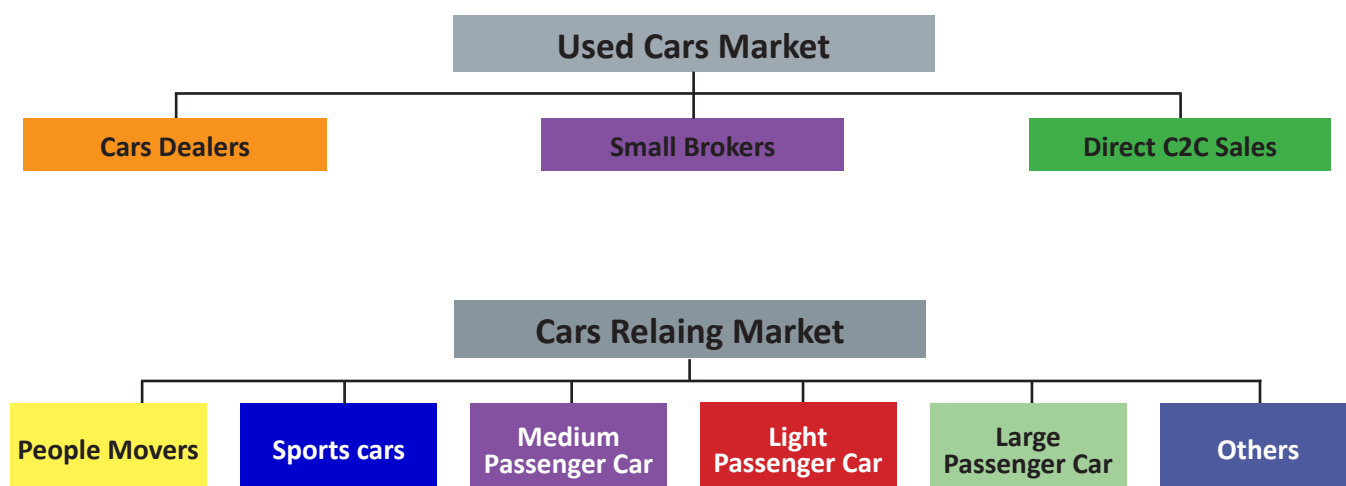
# TEXTILE MARKET SEGMENTATION



# TYRE MARKET SEGMENTATION

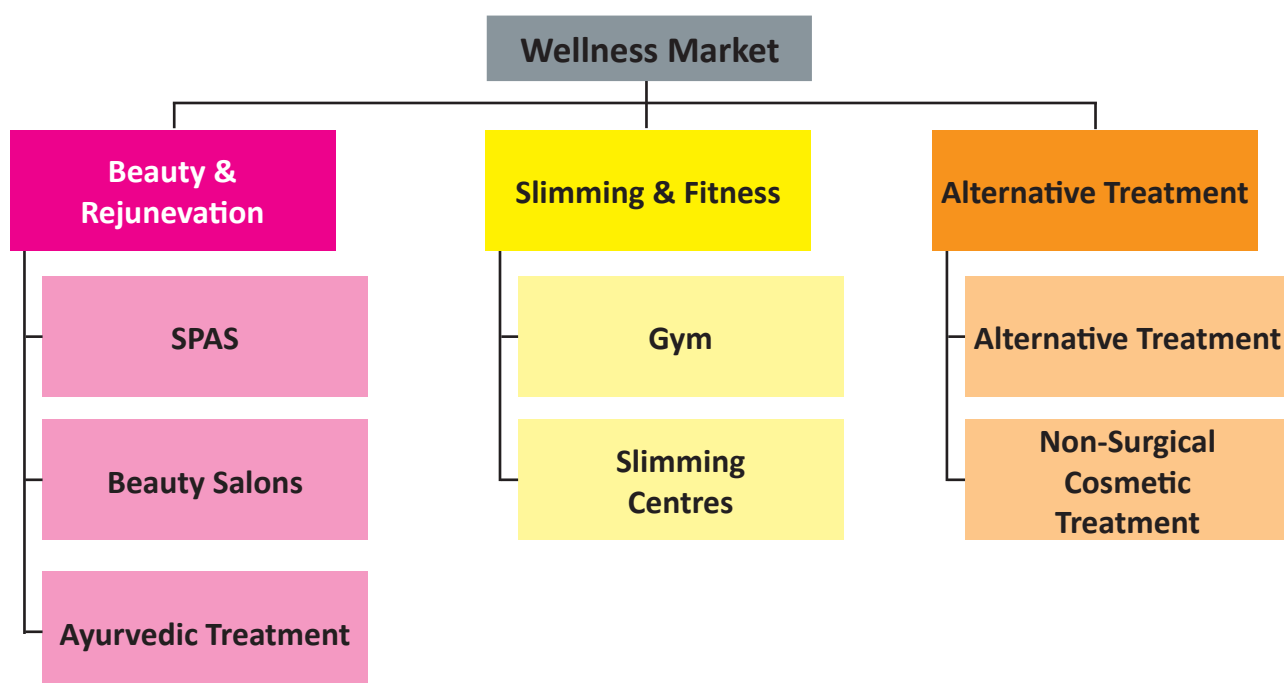


# USED CAR MARKET SEGMENTATION





# WELLNESS SERVICE MARKET SEGMENTATION



# WHITE SPIRITS MARKET SEGMENTATION



# WINE MARKET SEGMENTATION

