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 • Moduler Kitchen • Mosquito Repellent • Motors • Natural Gas • Online Classified
 • Online Group • Online Travel • Packaged Food • Packaging • Paper • Smartphone Application • SPA • Sportsware
 • Tablet Pc • Telecommunication • Textile • Tyre • Used Car • Wellness Service • White Spirits • Wine





# ANIMATION INDUSTRY



### **Animation Industry**

**Education** 

Multimedia/Web Design Animation Entertainment Custome Content Development

**Baby Milk** 

Soap

**Diapers** 

**Hair Oil** 

### **Production Stages**

### **Development**

- Identifing existing IP or developing new idea
- Funding
- Integration of resources

### **Pre-Production**

- Preparation of script
- Character design
- Story boarding
- Layout Development

### **Production**

- Development of specifications regarding the character.
- Background paint
- Inking and paiting
- Layout Development
- Visual Effects

### **Post-Production**

- Final Sound recording
- Color editing
- Testing
- Special sound effects

### Distribution

- Promotion, distribution
- Video/DVD release
- Cinema and TV screening
- Special sound effects



# B2B EVENTS INDUSTRY



**B2B Events** 

**Exhibitions** 

**Trade Show** 

### **EVENTS REVENUE MODEL**

### **B2B Exents**

Space are sold by organizers to companies who want to set up their stalls and exhibit in the conducted event

### Attendee Entrance Fee

Refers to the entrance fees collected from attendees of the event to ecourage attendence but normally trade shows do not charge entrance fee

### **Conference Sales**

Major trade shows are able to add conferences as side events, thereby increasing the content of the event and attendee appeal

### **Sponsorship**

Organizers use sponsorship sales to tap into the marketing budgets of exhibitors

### **EXHIBITION KEY PLAYERS**

**Key Players in Event Industry** 

**Exhibition** Organizers

**Exhibitors** 

**Buyers/Visitors** 

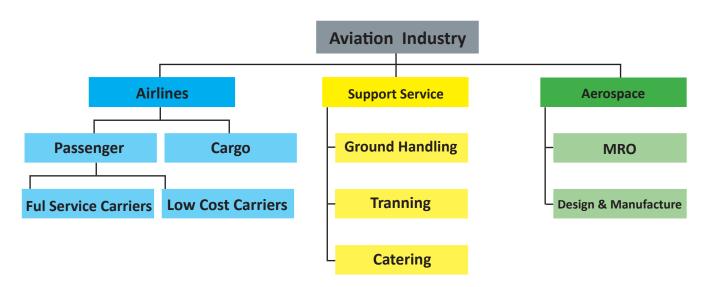
Stsll/Designer Fabricator

**Exhibition Centre** 



# **AVIATION INDUSTRY**







# B2B PUBLISHING INDUSTRY MARKET SEGMENTATION







# BABY CARE INDUSTRY MARKET SEGMENTS

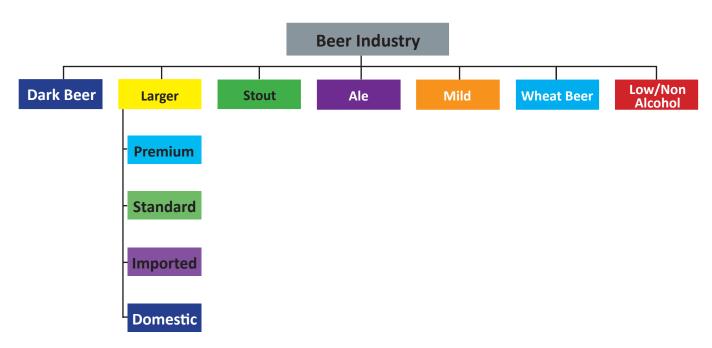


### **Baby Care Industry Toiletris & Diapers Baby Food Skin Care Hair Care Baby Milk Diapers Hair Oil** Soap **Baby Cereals Massage Oil** Shampoo Wipes **Baby Snacks** Powder Creams Lotions **Baby Wash**



# BEER INDUSTRY MARKET SEGMENTS

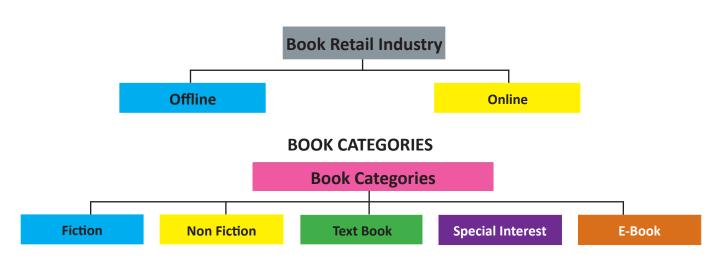






## BOOK RETAIL INDUSTRY MARKET SEGMENTS





### **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"

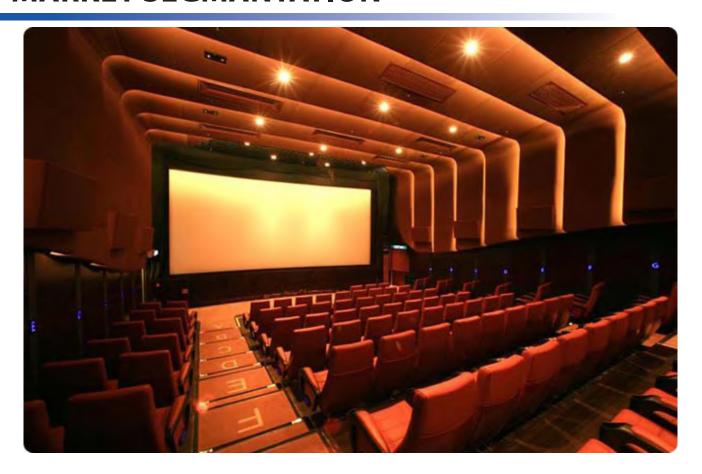
These are customers with very specific needs. They are looking for a difficult to obtain item, usually a book that is out of print. If we can satisfy this customer, then we are able to build significant customer loyalty. These clients are generally price insensitive and are also drawn to stores that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

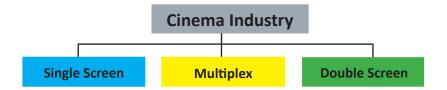
### **Specific Category Shopper**

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 SEGMANTATION







# CLOUD COMPUTING INDUSTRY MARKET SEGMENTATION



### **Cloud Computing Industry**

### SaaS

- SaaS is provided as licenses for the application ti 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 SaaSmodel
- It helps in reaching out to the larger mass of small and medium business as SaaS is a pul based selling.

### **PaaS**

- PaaS provides an independt plat form as a service on which developers can build and deploy customers applications
- Microsoft Azure and Google AppEnginefall under PaaS category of Cloud computing

### laaS

- laaSmeans companies, instead of purchasing servers or data centre space, outsource these services from vendors
- laaS 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-asyou 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, laaS 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**

### **Grid Computing**

- Solving problem with parallel computing
- Made mainstream by Globus alliance .

### Utility Computing

- Ofering computing resources as a metered service
- Introduced in late 1990's

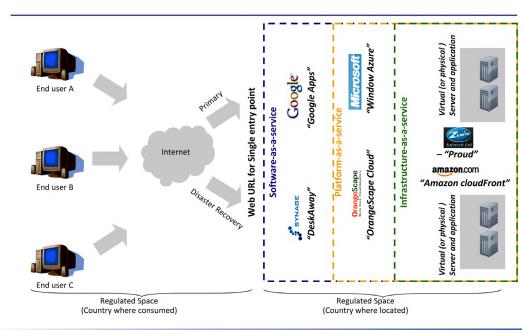
### Software as a Service

- Network based subscription to application
- Gained momentum in 2001

### Cloud Computing

- Next generation internet computing
- Next generation data centers

### 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

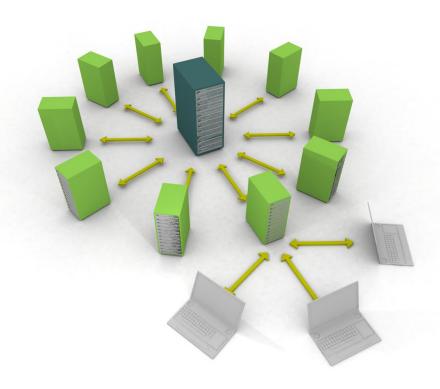
- Slight modification in private cloud will lead to community cloud infrastructure which is shared by several organizations and supports a specific community that has shared concerns
- It may include government mission, security requirements and industry specific group.

### **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**

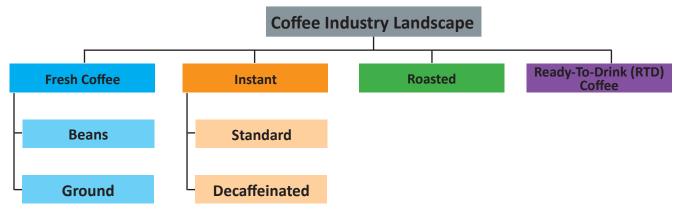
- It is a composition of two or more clouds (internal, community, or public) typically to adjust the level of service and security between different applications
- Most efficient model for most organizations, combining the flexibility of different clouds





# COFFEE INDUSTRY MARKET SEGMENTATION

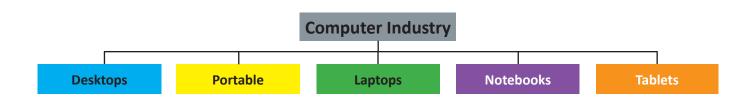






# COMPUTER INDUSTRY MARKET SEGMENTATION







## E-GOVERNANCE INDUSTRY MARKET SEGMENTATION



# Cloud Computing Telecom Information Technology Software Hardware

### **Various Means of E- Governance Communications**

### Government to Citizen (G2C)

- G2C involve giving better services to citizens through a single point delivery mechanism in areas like
  - E-citizen: To offer services like issue of Certificates, Ration Cards, Passports, Payment of Bills and taxes.
  - 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
  - E-Medicine: Linking of various hospitals in different parts of thecountry to provide better medical services to the citizen.
  - E-Registration: Registration and transfer of the properties and stamp duty to be paid

### Consumer to Government (C2G)

- It constitute the areas where the citizen interacts with the Government.
- It will include areas like election when citizens vote for the Government; Census and taxation

### Government to Government (C2G)

- Also referred as e-Administration. It involves networking all Government offices soas to produce synergy among them. The major areas are:
  - E-Secretariat
  - E-Police
  - E-Court

### Government to Business (G2B)

• This constitute the various services a business house needs to get from the Government, which includes getting licenses etc.

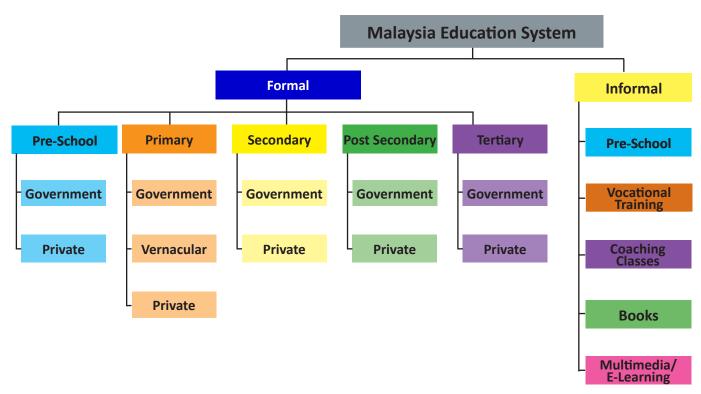
### Government to NGO (G2N)

- It involves building various associations or interest groups that will ensure the betterment of the society. It includes -
  - Publishing: Delivering data to citizens, it will involve open access to government information
  - Interaction:Delivering data to citizens and receiving data from citizens will help in getting feed back



# 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, haritable 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 sportand other recreational and

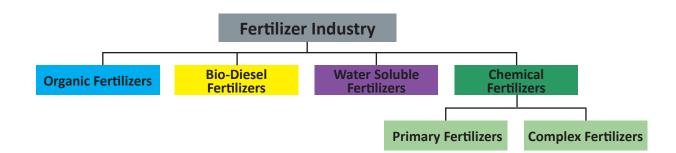
### **Personal Events**

- 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

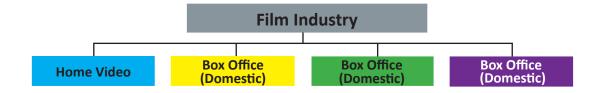






# FILM INDUSTRY MARKET SEGMENTATION







# FOOD RETAIL MARKET SEGMENTATION





# GAMING INDUSTRY MARKET SEGMENTATION







### **Gaming Market Segment**

### **Mobile Gaming**

- Games played on mobiles, these can include regular mobile phones, smart phones or other high-end mobile phones
- The games are small java based application unlike console gaming where there is a fullfledged software engine behind the game

### **Console Gaming**

- Involves playing games on dedicated hardware devices, where the output devices may be computers or televisions
- Consoles are of two types namely, Fixed and Portable. Xbox and Sony's PS3 are fixed consoles while Sony's PSP (Play station Portable) is a portable console
- Apart from the consoles and output devices, these devices also require software games.

### **Online Gaming**

- These games are classified as Massively Multiplayer Online Role-playing Games (MMORG) and played over the internet. Herein, large numbers of players interact over the internet.
- Apart from graphic cards and accelerators cards, one also needs to have a high-speed broadband

### **PC Gaming**

- These are software games available in compact discs or DVDs running on personal computers smooth running event
- Depending on the games, it requires high-end graphic cards and accelerator cards
- These are generally single player in nature, however, they can also be network based games



# HAIR COLOUR MARKET SEGMENTATION



### **Types of Hair Dye**

### Semi Permanent

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

### Demi Permanent

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

### **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

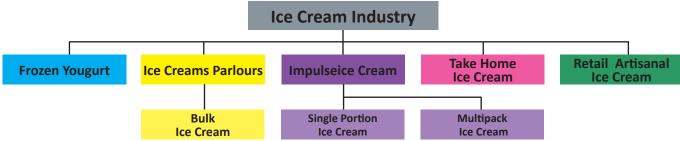
### **Retail Packs**

- 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

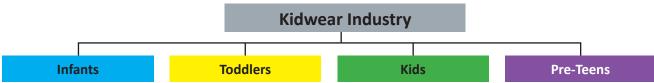


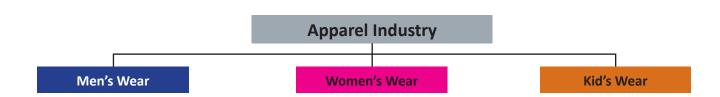
# Life Insurance Life Insurance Property Insurance Health Insurance Pension System Other Products Non-Life Insurance Property Insurance Accident Insurance Auto Insurance



# KIDSWEAR INDUSTRY MARKET SEGMENTATION

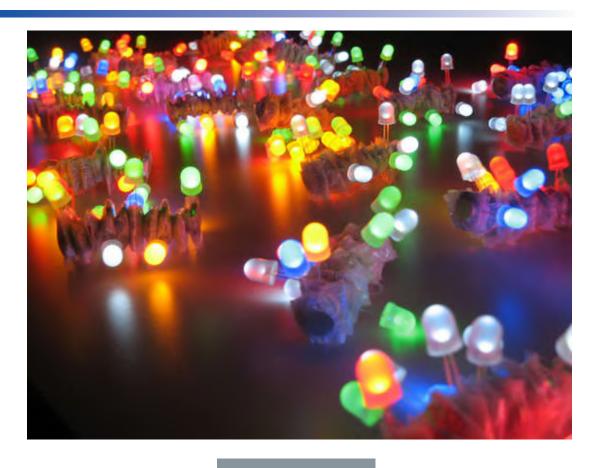


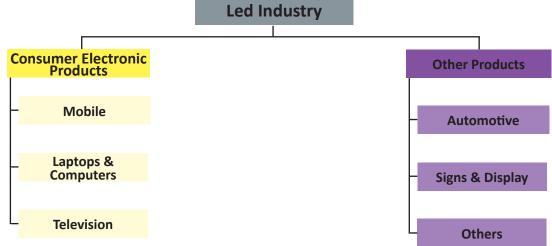






# LED INDUSTRY MARKET SEGMENTATION







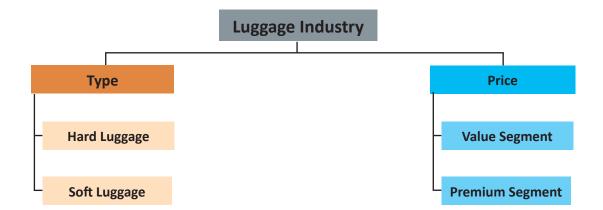
# LOCAL SEARCH INDUSTRY MARKET SEGMENTATION





# LUGGAGE INDUSTRY MARKET SEGMENTATION



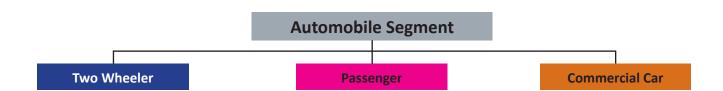




# LUXURY CAR INDUSTRY MARKET SEGMENTATION





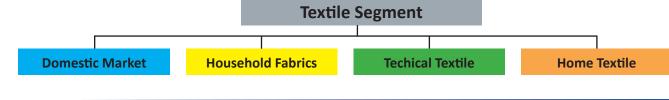




# MAN-MADE FIBER INDUSTRY MARKET SEGMENTATION



# Staple fiber Polyester Vicose Acrylic Polypropylene Polypropylene Filament Yarn Polyester Polyester Polypropylene





# MEDICAL TOURISM INDUSTRY MARKET SEGMENTATION





# MOSQUITO REPELLENT INDUSTRY MARKET SEGMENTATION









### **Key Players in Event Industry**

**Coils** 

Aerosols

Electrical

Others

### **REPELLENTS Repellents**

### Coils

- Made by mixing chemicals with coconut shell powder, sawdust, color, perfumes, and synthetic or natural gums
- Typically, spiral shaped coils measure 15 cm in diameter and last for 8 hours

### **Mats**

- They have a standard size of 22mm X 35mm
- First widely used form of electronic repellent
- Have composition similar to that of coil

### **Spray**

- These are repellents in liquid form
- Packaged in aerosol cans
- Not very popular because of strong chemical smell

### **Vaporizer**

- Form of electrical repellent which uses chemicals in liquid form
- Usually packaged in small plastic containers

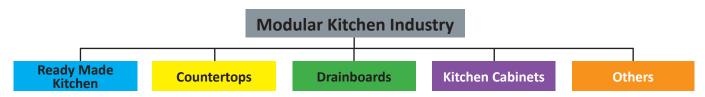
### Cream

- Only kind of repellent which can be used directly on the body
- Available in different sizes, fragrances and volume



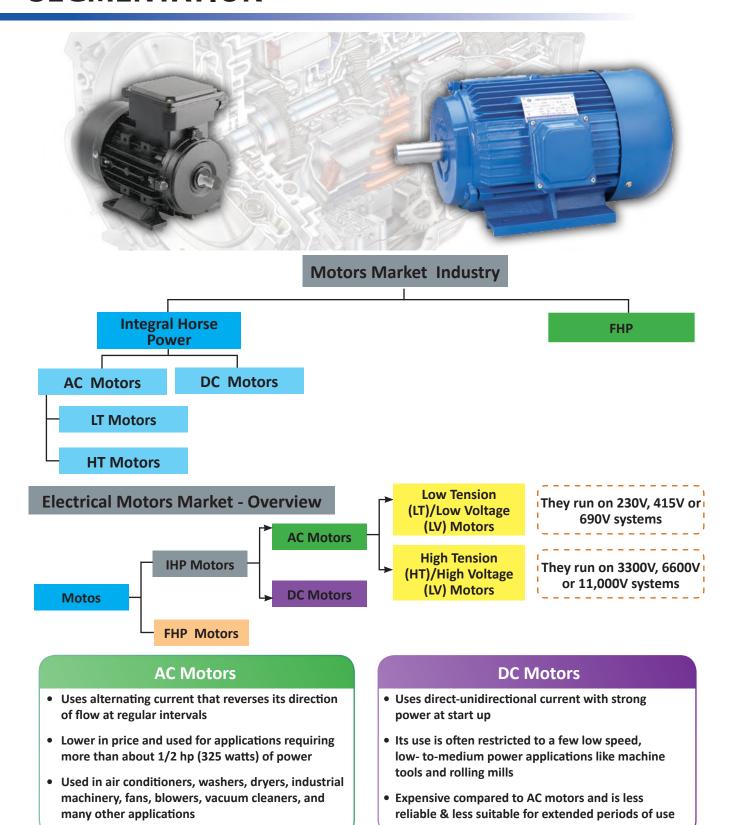
# MODULER KITCHEN INDUSTRY MARKET SEGMENTATION







# MOTORS INDUSTRY MARKET SEGMENTATION





# NATURAL GAS INDUSTRY MARKET SEGMENTATION



### **Natural Gas Industry**

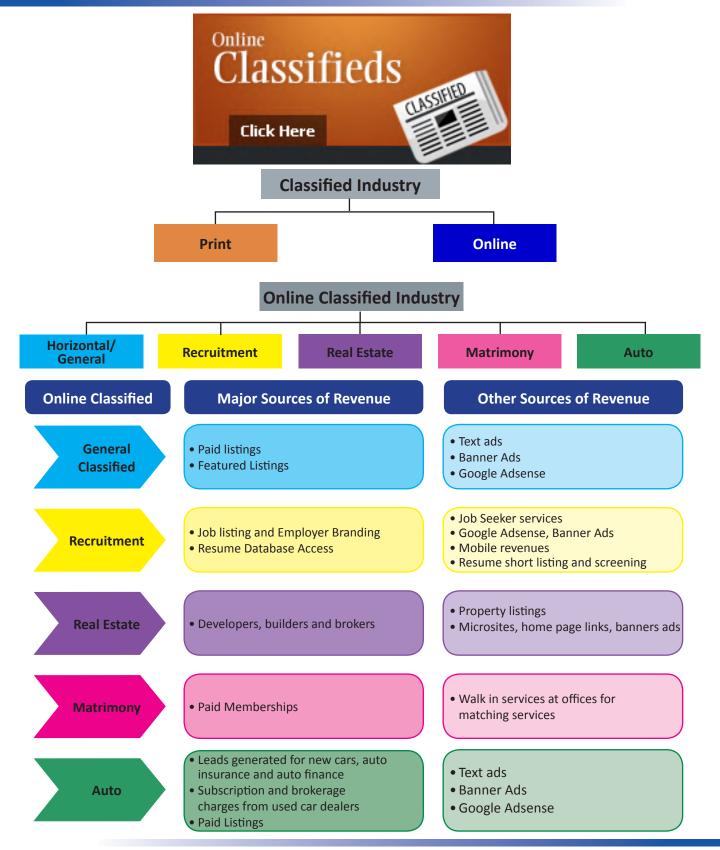
**Gas Manufacture** 

Gas Pipeline Network Provision Gas Storage Redistribution & supply

Others



# ONLINE CLASSIFIED INDUSTRY MARKET SEGMENTATION

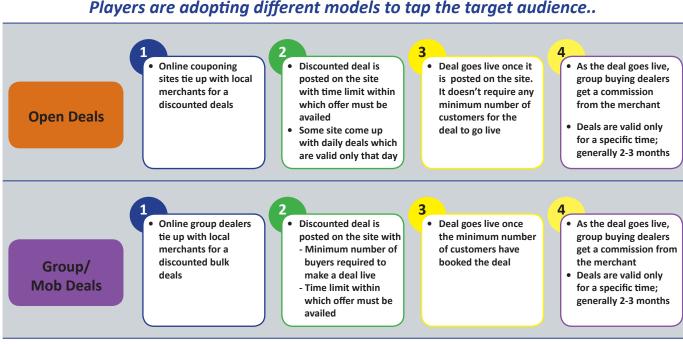




## **ONLINE GROUP BUYING INDUSTRY MARKET SEGMENTATION**



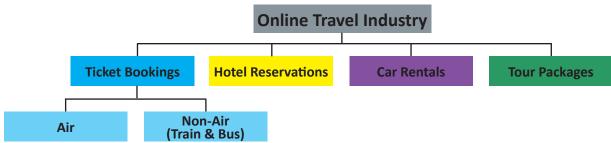
### Players are adopting different models to tap the target audience..





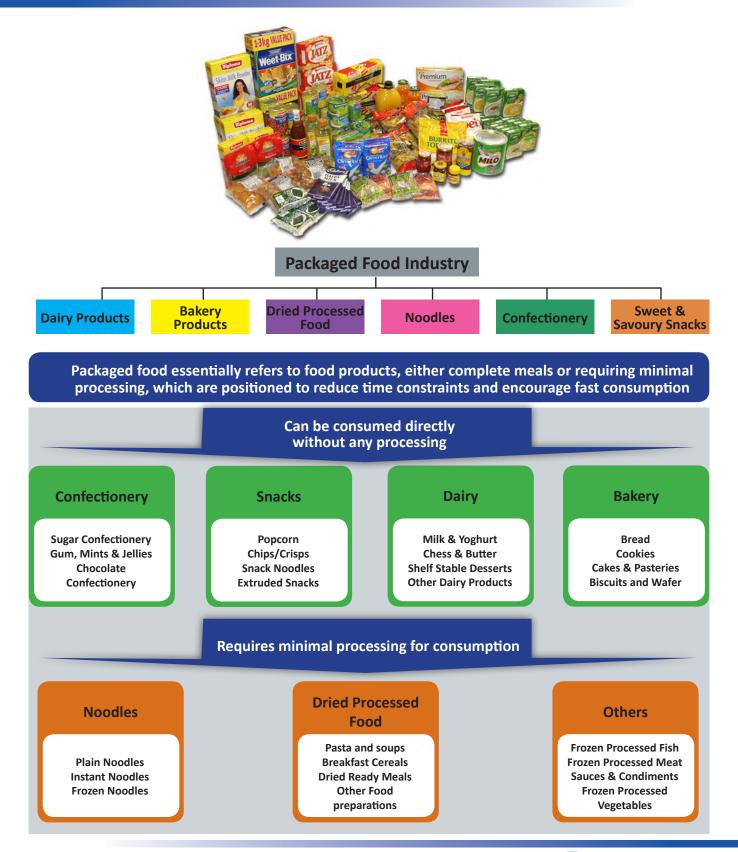
# ONLINE TRAVEL INDUSTRY MARKET SEGMENTATION





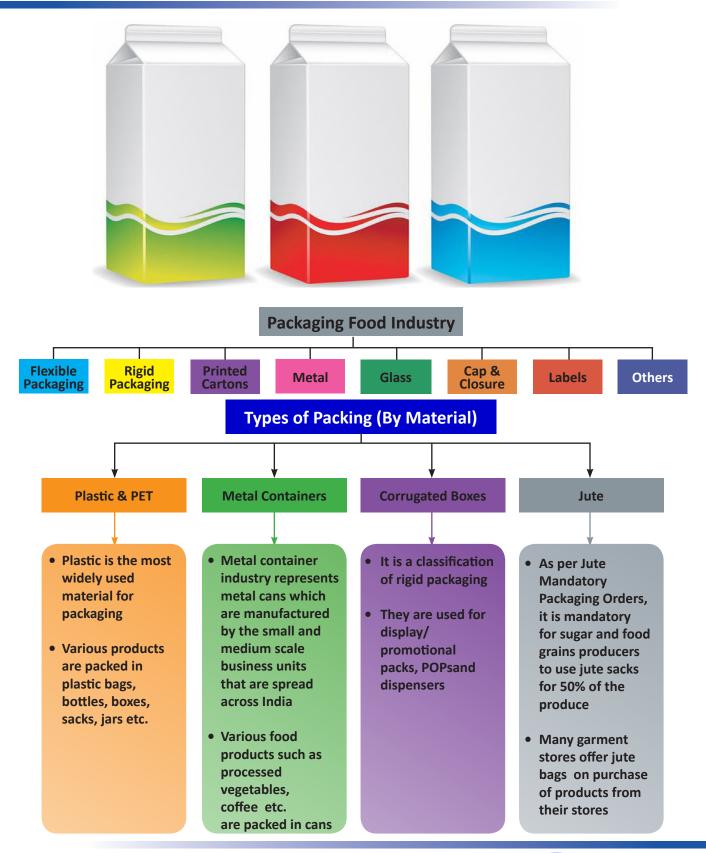


# PACKAGED FOOD INDUSTRY MARKET SEGMENTATION



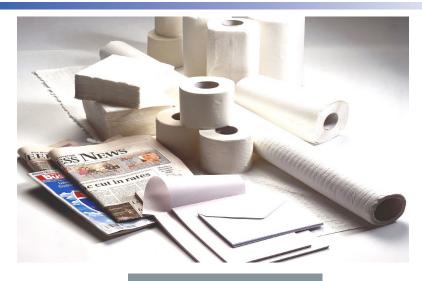


# PACKAGING INDUSTRY MARKET SEGMENTATION





## PAPER INDUSTRY MARKET SEGMENTATION



### **Paper Industry**

**Newsprint** 

**Packaging Papers** 

Printing & Writing Papers

Coated & Laminated Paper

**Industrial Paper** 

#### **Value Chain Analysis**

#### Wood Preparation

- This process requires little energy and involves breaking wood down into small pieces suitable for subsequent pulping operations
- Major wood preparation processes include debarking and chipping

#### **Pulping**

- Pulping breaks apart the wood fibers and cleans them of unwanted residues
- Ratio of wood to other materials depends on resources available
- It can be performed using chemical, mechanical, or combined chemicalmechanical techniques

#### **Bleaching**

- It whitens pulps for the manufacture of writing, printing, and decorative papers
- The process alters or removes the lignin attached to the wood fiber

## Chemical Recovery

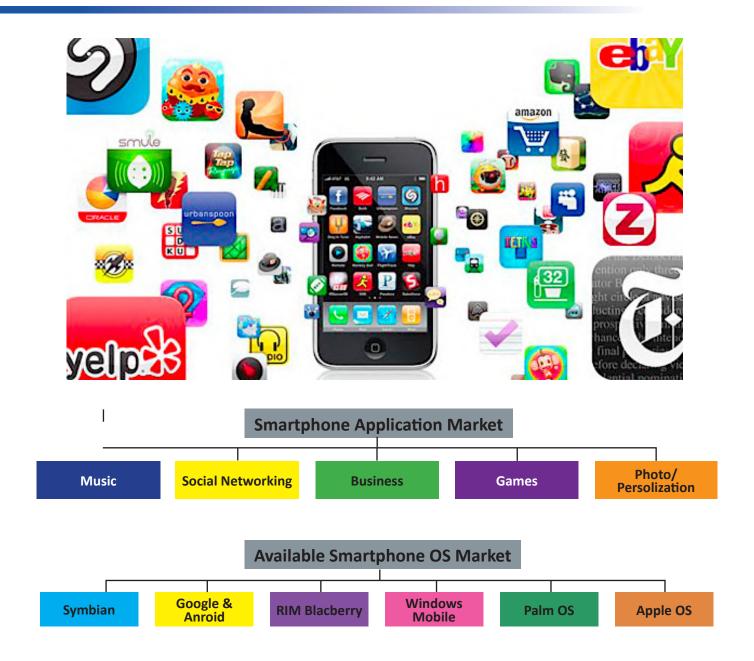
- This process regenerates the spent chemicals used in kraft chemical pulping
- The waste stream of inorganic chemicals and wood residues called black liquor produced by chemical pulping is concentrated in evaporators and then incinerated in recovery furnaces

#### Paper-making

- It is the most energy intensive process and consists of preparation, forming, pressing and drying
- During preparation, the pulp is made more flexible through beating
- Forming involves spreading the pulp on a screen
- Pressing involves removal of water after which paper is left to dry



# SMARTPHONE APPLICATION MARKET SEGMENTATION





## **SPA MARKET SEGMENTATION**







# SPORTSWARE MARKET SEGMENTATION

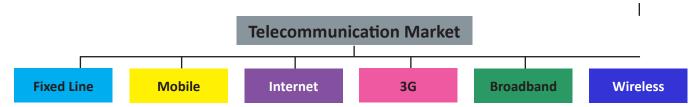






# TELECOMMUNICATION MARKET SEGMENTATION

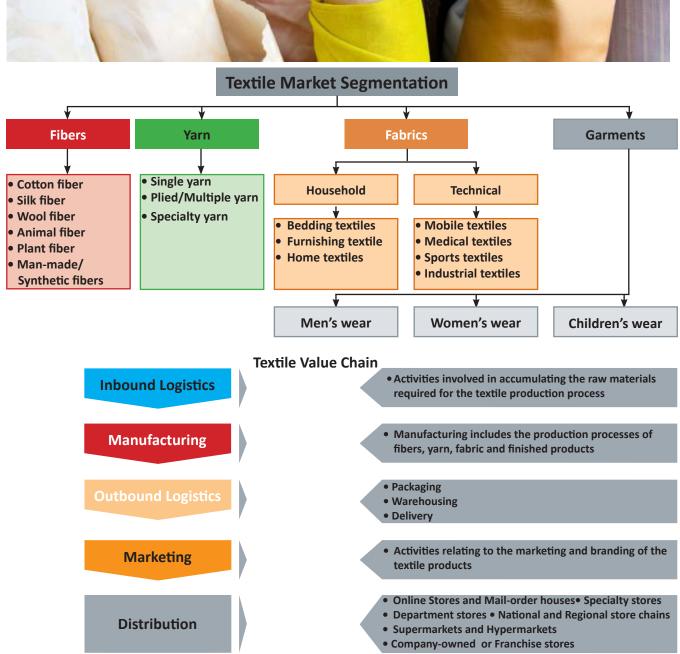






# TEXTILE MARKET SEGMENTATION







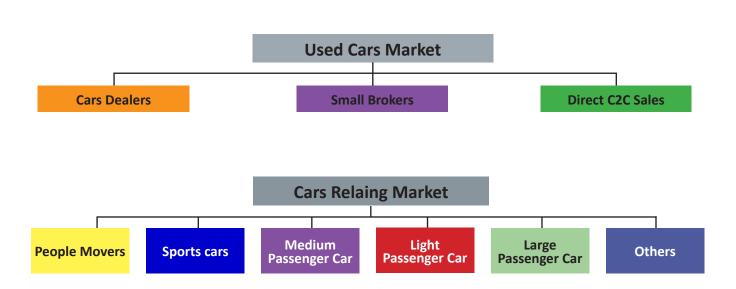
### **TYRE MARKET SEGMENTATION**





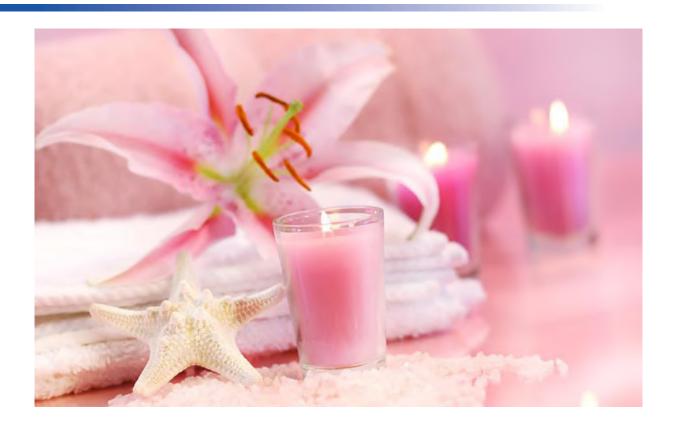
## USED CAR MARKET SEGMENTATION

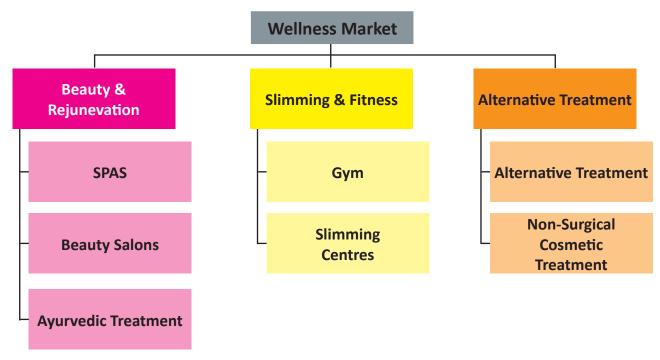






# WELLNESS SERVICE MARKET SEGMENTATION







# WHITE SPIRITS MARKET SEGMENTATION





### WINE MARKET SEGMENTATION



