

Potential market segmentation

[Finance](#), [Market](#)



Since the raw materials are very much available in our country, I have decided to give the product an indigenous image. Sandwood is a kind of talcum powder that provides the consumers with processed sandal mixed talcum powder in bottles. For the marketing purpose of the product I have decided to launch three product lines. The Sandwood would be launched in the market at 150 gms. 100 gms. and 50 gms bottle. I have set a reasonable price for the product so that all kinds of people can afford to buy this talcum powder. I have targeted a huge market segment for the product.

Bangladesh is a large populated country. Lots of people are looking for such a product. Sandal mixed Talcum Powder are not available all the time. My target market includes health conscious people, women, children & many other consumers, which I have segmented from the Demographical, Geographical, Psychographical & Behavioral point of view. Product Potrayal: I am a Brand managers of a consumer product in a domestic company. The top management asked me to choose a product to segment the potential market and we choose Talcum Powder. The description of the product is given below.

Product: Talcum Powder Brand Name: Sandwood Plastic Bottle Container: Size: Price: 1 50 Grams Taka 100. Product Features: It's Total skin comfort. Feel better than regular talcum powder. Keep the body fresh for a long time. It has a classic scent. Product Ingredients: Natural sandal, Talc, hydrated magnesium silicate, Scent We choose this very product because normally there are much talcum powder produced for women and many of them have been produced for both male and female but there are very few company

that produce women talcum powder and most of them are produced outside Bangladesh.