

# Segmentation and introduction to product

[Business](#), [Marketing](#)



Segmentation and Introduction to Product Nestle would largely be considered the world's largest food products manufacturer and distributor. It has maintained a competitive edge in the market in the recent years. It has a range of products which are utilized in households throughout the world. It has several products for at least each segment of the market and has always tried to discover newer markets. One of their product categories is breakfast cereals. One brand in this category that this paper aims to introduce is christened Estreliats.

Estreliats is a brand of cereals that would arguably target children (below the ages of ten) and women. This is a category of the market that requires the color and the type of shapes that the product is associated with. It is star shaped and the unique shape is meant to attract children. Children respond better to such uniqueness that the product is known for.

The cereal is manufactured from whole grain wheat and provides eight important vitamins and other essential minerals such as iron and calcium. These minerals help in growth which makes the product more suitable for children. The packaging of products determines the response they get from the market. In this case, the packaging has lots of cartoons which would draw attention from children.

One other feature that makes this cereal favorable to women is the fact that it is chocolate flavored. The affinity women have for chocolate would draw their attention to notice this product when on a shopping spree.

Consequently, as a product targeting women, Estreliats is bound to captivate the female target.

Reference

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