

Zoom Meeting | You are viewing Ambrish Chheda's screen | View Options | 02:53:46 | Speaker View

Recording

Methods of Market Segmentation: Psychographics

Psychographics: B2C Market

- Interests (e.g. Various subjects, hobbies, activities)
- Attitudes (e.g. Status Conscious, Brand Conscious, Frugal)
- Opinions (e.g. Vocal for Local, Go Green)
- Values (e.g. Indian culture & values, Traditional/Modern, Conservative)
- Lifestyle (e.g. Family oriented, social, sporty, travel)
- Personality traits (e.g. Outgoing, cooperative, introverted, fun loving, serious, rough & tough)

Psychographics: B2B Market

- Loyalty
- Quality Conscious
- Service conscious
- Demanding
- Brand Conscious
- Values relationship v/s Transactional
- Risk taking v/s Risk averse
- Technology savvy v/s tech opposed
- Early adopters v/s late adopters

Ninu

Ambrish Chheda

Arty Limaye

Deven Limay...

Resham Singh

Ahmed Balwa

Janvi Shah

Maitri Shah

Shaan Agarwal

HEMAL SHA...

Ashok Choudhry

Yogesh Parm...

Sakshi Rohra

radhika jhunj...

Sejal Shah

Unmute
Start Video
Security
Participants 27
Chat
Share Screen
Record
Reactions
Leave

Participants (27)

Find a participant

- UI Uday's iPhone
- VB Vatsal Bajoria
- VG Vishal Gala
- Y Yogesh
- YP Yogesh Parmar

Invite Mute All

Zoom Group Chat

I will take a leave sir.

From Sejal Shah to Everyone: bikes, tattoos .. body build (muscular looks)

From Me to Everyone: Thank you joining us Hemang bhai.

From Ashok Choudhry to Everyone: Isn't it B2B Sir

To: Everyone

Type message here...

Zoom Meeting | You are viewing Ambrish Chheda's screen | View Options | 04:08:19 | Speaker View

Recording

Michael Porter: How to Create Competitive Advantage?

Strategy for creating a sustainable competitive advantage must target either

- Cost Leadership; or
- Differentiation; or
- Focus

Janvi Shah

Ahmed Balwa

Ambrish Chheda

radhika jhunj...

Yogesh Parm...

Shaan Agarwal

sandip modi

Sejal Shah

Ashok Choud...

Sejal Shah

Sangeeta Ghosh

BHARAT SHAH

Dev A

Yogesh

Praveen Jain

Unmute
Start Video
Security
Participants 22
Chat
Share Screen
Record
Reactions
Leave

Participants (22)

Find a participant

- N Ninu (Co-host, me)
- Ambrish Chheda (Host)
- Y Ahmed Balwa
- Arty Limaye
- BHARAT SHAH

Invite Mute All

Zoom Group Chat

From Arty Limaye to Everyone: I wanna no

From Sejal Shah to Everyone: I want to know

From Resham Singh to Everyone: I wanna know

From Maitri Shah to Everyone: give me

To: Everyone

Type message here...

Zoom Meeting | Recording | 02:55:54 | Speaker View

Participants (28)

Find a participant

- SA Shaan Agarwal
- VB Vatsal Bajoria
- VG Vishal Gala
- Y Yogesh
- YP Yogesh Parmar

Zoom Group Chat

From Sejal Shah to Everyone: bikes, tattoos .. body build (muscular looks)

From Me to Everyone: Thank you joining us Hemang bhai.

From Ashok Choudhry to Everyone: Isn't it B2B Sir

From Me to Everyone: Welcome Uday bhai

To: Everyone | File

Type message here...

Unmute | Start Video | Security | Participants (28) | Chat | Share Screen | Record | Reactions | Leave

Zoom Meeting | Recording | 03:29:18 | Speaker View

Participants (24)

Find a participant

- SS Sejal Shah
- Sejal Shah
- SA Shaan Agarwal
- Y Yogesh
- YP Yogesh Parmar

Zoom Group Chat

youth and heath awareness

From Arty Limaye to Everyone: awareness

From Me to iPhone Mahendra Shah: (Privately) Mahendra Bhai your 30 mins are over. Please log out. Thank you. We will send you details of next workshop

From Ashok Choudhry to Everyone: Psychographic

To: iPhone Mahendra Shah (Privately)

Type message here...

Unmute | Start Video | Security | Participants (24) | Chat | Share Screen | Record | Reactions | Leave