Yakult is a fermented milk drink containing over 6.5 billion probiotic (friendly) bacteria - Lactobacillus caseistrain Shirota. Unlike most bacteria found in normal yoghurt, these probiotic bacteria are able to survive the acidic environment of the stomach and reach the intestines alive in the intestine.

Yakult is a probiotics health drink. Probiotics literally mean for life and are defined as living microorganisms which upon investigation in certain numbers exert health benefits in humans and animals beyond inherent host nutrition.

**Benefits of probiotics**

Restoring the balance of the gut flora by increasing the number of beneficial bacteria
Producing substances in the gut, such as lactic acid, that help to suppress the growth of disease-causing bacteria competing with disease-causing bacteria for nutrients and space Reducing the concentration of toxins.

Yakult is a probiotic health drink, which contains more than 6.5 billion beneficial bacteria (Lactobacillus caseistrain Shirota). The bacteria in Yakult are resistant to gastric juices and bile and reach the intestine alive to impart proven health benefits. Daily consumption of Yakult helps to improve digestion and build immunity.
TARGET MARKETS SERVED

Yakult:

The urban Indian woman who knows her family i.e. children, husband and elder members are not having a balanced life style. Women residing in metro, age group 25-55. The second segment that we would be targeting is the bachelors who are living away from their families and are either working for multinationals or pursuing education. Since they hardly maintain a balanced diet and are a regularly dining outside they do not carry healthy digestive systems and considering their hectic schedule they hardly can do anything for it.

Nutrifit:

It was earlier targeted as a children’s drink as it offers you taste, protection, and nutrition and increases immunity all at the same time. Nutrifit is available in two delicious flavors – Mango and Strawberry. With the new Kesar Elaichi flavour, Nutrifit which has been positioned as a probiotic immunity building drink for children, was then targeted at adult consumers also as according to the American Dietetic Association, each bottle of Nutrifit (Kesar Elachi) will meet eight percent of daily fiber requirement of an adult.
Demographic segmentation relates to dividing the market into groups based on income, age, education, gender, family size, religion, occupation, race and nationality. KFC divides the market on demographic basis in the following manner:

**Age:** 6-65  
**Gender:** Both Males and Females  
**Family Size:** 1-2, 3-4, 5+  
**Income:** $150 and above; (RM600+)  
**Occupation:** Not Specific  
**Education:** Not Specific  
**Religion:** Not Specific  
**Generation:** Not Specific  
**Nationalist:** Not Specific  
**Family lifecycle:** Almost All

**Segmentation based on ethnic:**

groups plays important role, for example in Australia KFC has segmented its market on ethnic group basis and have introduced Halal Food for the Muslim community. In this way KFC sales has increased by covering the Muslim population segment.

Under demographic segmentation, KFC focus on the income bracket of consumers. Its products are mostly aimed at the well off with higher disposable income to spend on premium fast foods. Although KFC do not segregate taste by gender they do tend to highlight the image of fried chicken by featuring couples in all their international adverts. KFC tend to link their products directly either sex in fulfilling the inner desires. KFC has also segmented the children group by introducing the Zinger Junior. KFC give their concern in following demographic segmentation:-
V) Customer analysis in the Marketing strategy of Coca Cola

Coca cola targets a mass marketing. And the customer expectation is low price, great taste, convenience & accessibility and various options to choose from.

MASLOW’S HIERARCHY

IS COCA COLA THE BRAND A KEY PLAYER IN ITS INDUSTRY?

Everyone has heard of Coca-Cola, and you would be hard pressed to find somebody who was unable to recognize the iconic white lettering against the bright red background of this global brand. Various sources cite Coca-Cola as a billion dollar brand and that is not surprising, when one considers it was rated by Interbrand as one of the most valuable brands in 2015, based on a brand value amounting to 78.42 billion U.S. dollars.