

Market Segmentation

Market segmentation is one of the functionalities of the CRM that allows:

- To map our sales according to the end use our customers make with our products
- To maintain the segmentation at Corporate level and at GBU level up to date and consistent with the evolution of our business

There are four levels of Market Segmentation:

1) **Market:** It is a dimension linked to consumers behaviour that has been chosen to be strategic for the Solvay Group. It should be considered as an end-Market (e.g. Automotive). Markets are defined at the Corporate level.

2) **Segment:** It is a subcategory of a Market, usually representing functionalities ("functional segmentation"). For example, lightweighting is a functionality provided for the Automotive Market by certain Solvay's products. The functional segmentation is based on Market's needs. In residual cases (e.g. Consumer Goods) the segment is not representing a functionality but it simply describes categories of parts or goods regrouped by usage (e.g. Packaging in Food). Segments are defined at the Corporate level.

3) **Application:** It is a subcategory of the Segment and represents a description of objects or chemicals that have a specific action/function (e.g. aroma, nutrient...). Segments are defined at the Corporate level.

4) **End-use:** It is a subcategory of Application and describes mainly objects manufactured by our direct customers (e.g. Camera: modules) or the main functionality of the product (e.g. moisturizing agent for shampoo). End-uses are defined at the level of the GBU.

If you don't find your end-use, you can request a new end-use by selecting 'New end use needed'. Then you can proceed to the next steps of the opportunity (business potential and opportunity product). Once this is done, click on Save and you will be redirected to the page that allows you to request a new end use. Enter the required information. After saving, a new 'case' will be created which has to be approved or rejected by your GBU representative. You will be notified of the decision taken. If accepted, you can update your opportunity. Note that this is important since your opportunity cannot be closed as long as there is no end-use.