

FD - P5. Market segmentation

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0. Definitions

0.1 Market Segmentation Definition

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

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

With our key markets defined, the purpose of Market Segmentation is to further harmonize segments at GBU level and evaluate and define our applications and customer end use to provide operational intelligence that supports decision-making.

With such a structured segmentation in place, we can:

- Analyze market segment sizes at GBU and Group level
- Develop Global Customer or Market Profiles based on different criteria
- Identify target markets and end uses and develop a marketing mix that will appeal to our customers and reveal transversal opportunities.

Market : Dimension linked to consumers behavior that has been chosen to be strategic for the Solvay Group. It should be considered as an end-Market (e.g. Automotive)

Segment : Usually represents functionalities (e.g. light weighting), based on Market's needs. In residual cases (e.g. Consumer Goods), describes categories of parts or goods regrouped by usage (e.g. food packaging)

Application : Subcategory of the Segment and represents a description of objects or chemicals that have a specific action/function (e.g. aroma, nutrient..)

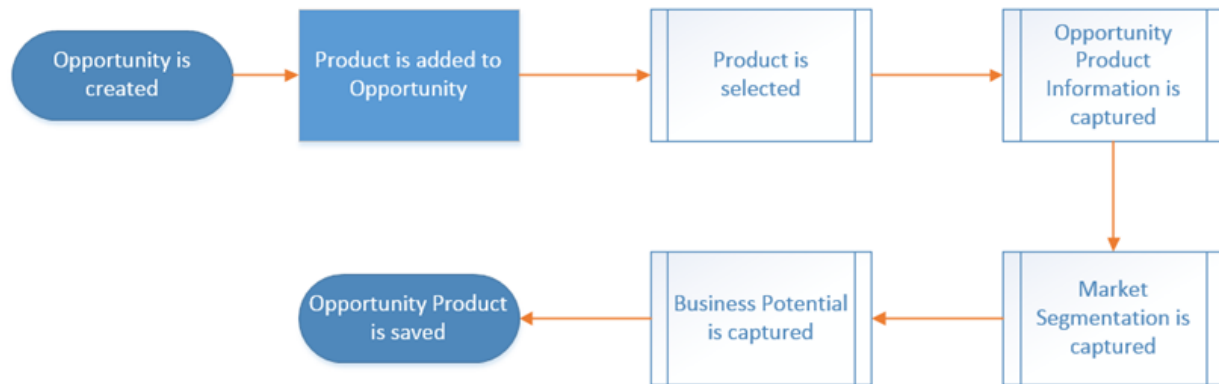
End-use : Subcategory of Application and describes mainly objects manufactured by our direct customers (e.g. Camera: modules) or the main functionality of the product (e.g. moisturizing agent for shampoo)

1. Functional Process

1.1 Use Cases

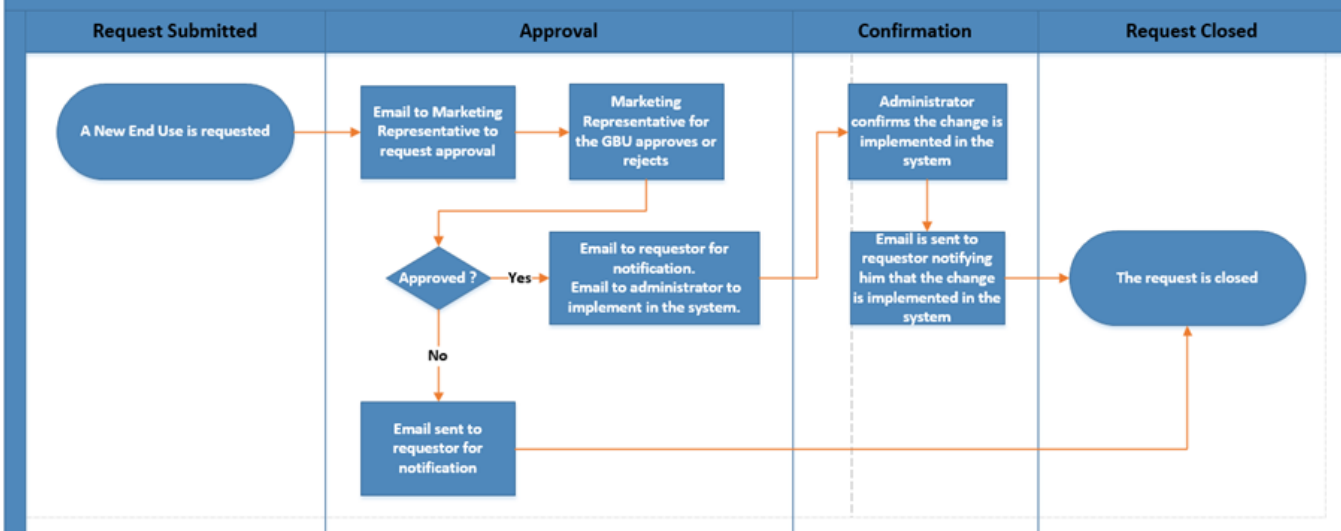
Capture Market Segmentation from an Opportunity

Market Segmentation Flow



Request a new End Use

New End Use Request Flow



Requesting a Change to Corporate Segmentation (inactivated)

2. Data Model & Security

2.1 Main objects

