

STRATEGY FOR MARKETING GREEN BUILDINGS

GREENTECH CONFERENCE 2009

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SEGMENTATION

1.B2B – IT, ITES, MALLS, Complexes

2.B2C – Residential

High Income Group

Low Operating Cost

TARGET MARKETING

NICHE MARKETING -

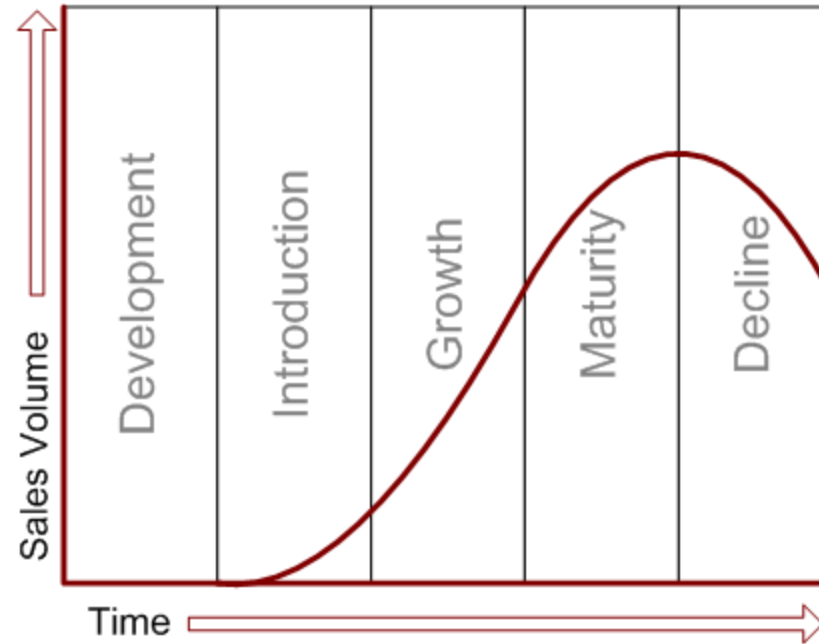
Market Potential < 10% - Total Market

SOCIETAL MARKETING STRATEGY

Deliver value to customers in a way that maintains or improves both the consumer's and the society's well-being.

Organization's task is to determine the needs, wants, and interests of target markets and to deliver the desired satisfactions more effectively and efficiently than competitors.

PRODUCT LIFE CYCLE STRATEGY



PRODUCT LIFE CYCLE STRATEGY

- **Generate Primary Demand**
- **Market Skimming Approach**

THANK YOU