



“Carve a Niche for Yourself”



How many of 'U' want to
start a Business?

What sort of Business?

What is a 'Market'?

- What is Marketing?
- Have you heard about a Market Segment?
- Market Segment(A Fiction)
- Mass Marketing Vs Micro Marketing
- Target Marketing
 - Market Segmentation
 - Market Targeting
 - Market Positioning



Niche

“A narrowly defined Customer Group seeking a **Distinctive Mix** of Benefits.”

“**Fairly small** and normally attract one or two competitors.”

“**Guerrillas** against **Gorillas**”

Characteristics of a Niche

- A Market **Segment**
- Distinct Set of Needs
- Not Served Yet
- Ready to **Pay Premium**
- Economies through Specialisation
- Appropriate **Size**
- **Profit** and Growth Potential



A Glance at few **Successful** Nichers

- Love at First Sight – A Myth?
- Discarded Digital Waste
- The Sweet Business of Diabetes
- For Humpty Dumpties

“Online Dating”



Stepout.com

- Founders- Adam Sachs, Dan Osit & Kevin(US)
- 4.5 million registered users (95% from India)
- Sachs Shifted to India (2011)
- Zero Tolerance (24/7)
- Buy Points to ensure better Profile Exposure

TwoMangoes.com

- Founders- Anita Dharamshi, Rahul & Paras
- Business Model – 8 Mango
- ‘Pay as You Go’ Model
- ‘Mangoes’ – Virtual Curren
- Continuous Monitoring
- Only 10 to 15 Employees



A Few More...

Floh.in

- Online Dating, **Offline Events**
- Membership based on **Referrals**(500 only)
- Screening Process
- Monthly Subscription **Rs.1250**

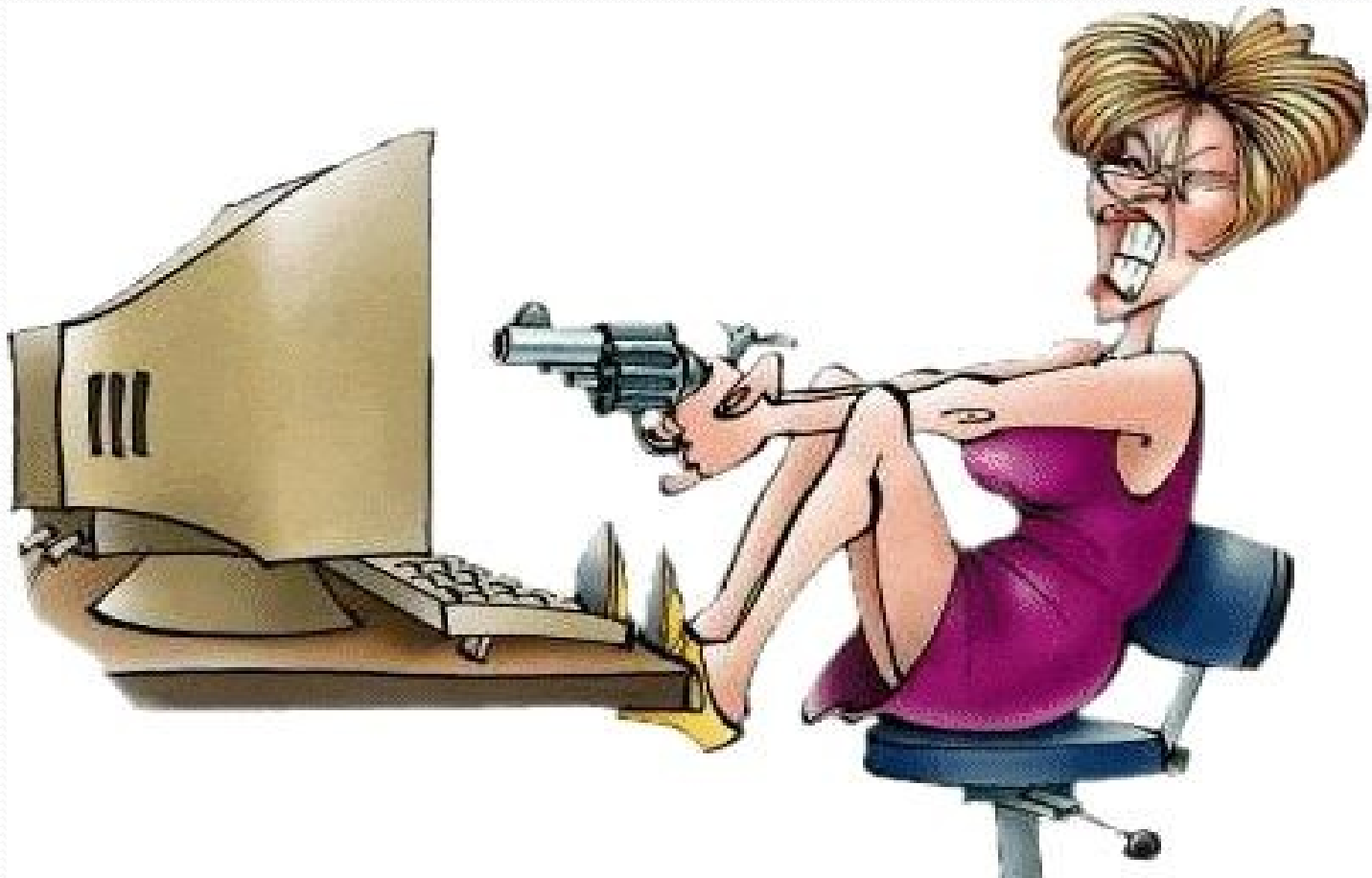
DateITians.com

Quackquack.in

Future.....


- Globally \$ 4 billion(Rs.22,184 Crore) p.a
- Overall 25 million memberships from India
- China Vs India
- 2014 Estimates \$315 and \$200 million p.a
- 15% to 20% Annual Growth Expected

E-Waste Recycling



Attero Recycling

- Founders – Rohan Gupta and Nitin Gupta(2008)
- Idea Generation
- < 1% was treated by **Organised** Sector
- Lack of Expertise to Recycle
- Rs.28.35 Crores from **Venture Capital** Firms
- Processes 300 tonnes per month(200 Cos)
- **Zero Landfill**, Electro Refining Technology
- 2008- 380000 tonnes E-waste (15% Growth)



“If Cancer is the Emperor
of Maladies, then **Diabetes**
is the Vizier.....”

Reports

- **Worldwide** - >371 million Diabetics
- China - 92 million Diabetics
- India - **61** million Diabetics
- USA - 24 million Diabetics
- Global Forecasts - \$48 to 53 billion by 2016
- Multi-billion-dollar Market
- **Second Biggest** Segment

Economy Around Diabetes

- **Pharmaceutical Industry**

- Revenues Rs.69000Crores (20% Share)
- 221 New Medicines p.a Globally
- > 300 Patents in India Since 2005

- **Healthcare Industry**

- Revenues Rs.1.35 Lakh Crore(30% Share)
- Sugar Clinics
- Comprehensive Approach
- One-Stop Shop

Economy Around Diabetes

- **Diagnostic Services**
 - Rs.10000 Crores (20% Share)
 - Smaller Labs (40% to 50%)
- **Food Industry**
 - Rs.300-400 Crore p.a (Low-Calorie Sweetner)
 - 20% Annual Growth Rate
- **Fitness Industry**
 - Unorganised Sector

Future.....

- 50% Do Not Know
- 50% Remaining
 - 50% Do Not Take Treatment
 - 12.5% Take Regular Medicines
 - 6.25% Manage to Control
- 93.75% Untapped Market

“Humpty Dumpty”



Revolution Clothing

- Founders- Nisha Somaia and Pranay (2001)
- Exhibition – Feb 2001
 - Profit of Rs.300000 in 9 days
 - Leftovers also Demanded
- Avoided **Psychologically Damaging** Sizes
- Current Status
 - 20 Stores with 160 Employees
 - Turnover Rs.12 Crores p.a

Any Ideas???



“Niches Will Produce Riches”

