

"A man is
great by
deeds, not by
birth"

-Chanakya

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INDIAN INSTITUTE OF MANAGEMENT KOZHIKODE



Case Study

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The old man and the shop

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Please contact the corresponding authors if you would like to access the full case.

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The old man and the shop

Abstract:

Kunnamangalam shop case is about a small shop located at a semi-urban place in Kunnamangalam owned and run by a person with physical disabilities. Market segmentation is needed regardless of how big or small the shop or business is, for its success. The case shows the current situation of the shop owner and how bad his situation is. It explains how important it is to segment the market and customers in order to improve the condition of the business. The case highlights the need for market segmentation by looking into the demographic features available and making an understanding on how to do a market segmentation effectively.

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