

1.3 CUSTOMER SEGMENTS AND RELATIONSHIP WITH CUSTOMERS

Customer segments: They are the basis of any company, therefore, we must know them, know their needs, etc. To achieve this, it is necessary to delimit the customer segment to which my value proposition is directed. We must clearly define who our clients are, who it is aimed at the market segment and justify it.

START INNOVA CRITERIA

- CUSTOMER: Clearly define who our target customer is.

- CUSTOMER SEGMENT: Clearly define customer segments, if such segments exist or clearly justify their non-existence

Relationship with clients: The type of relationships we want with the client is analyzed: direct, automated, with third-party companies, etc. The important thing is to retain customer loyalty.

Our customers will be tourists or locals who want to buy a memorable T-shirt from Valencia with a good cause and a unique story behind its material. Maintaining a respectful and kind relationship with our customers is crucial to our businesses success since they are the ones buying our products resulting in our revenue.

START INNOVA CRITERIA

- RELATIONSHIP: Detail what actions will be carried out so that the client remains linked to our proposal

- CUSTOMER INTEGRATION: Establish how we intend to integrate the customer into our business (for example, creating subscriptions, partnerships, etc.)