Targeting Women in Metro: Kaya Skin Clinic

> _Selecting the market segment_ is very important to provide customized service based on individual tastes and priorities

Kaya Skin Clinics operate under Marico Kaya Enterprise Ltd with over 106 clinics: 83 in India, 19 in Middle East and 4Dx clinics & medispas in Singapore and Malaysia catering to a 7-lakh-strong customer base. Kaya Skin Clinic is the one-stop destination for skin perfection and hair care. It is India's largest chain of skincare clinics.

Kaya Skin Clinic has launched 'Kaya Skin Bar', to _target_ customers in Bangalore and New Delhi in 2013; a new retail format with 700 sq feet for today's modern mobile Indian women. The bar will showcase 15 innovative products and advanced beauty solutions based on the research of dermatologists. The Kaya Skin Bar will house an advanced skin diagnostic tool which provides a complete skin health report to recommend the right solution for customers.

Kaya provides expert and customized skin care solutions that include special services for skin enhancement, specific skin concerns, permanent laser hair reduction and anti-ageing. Kaya has over 54 products, ranging from daily skin care to advanced solutions for acne, pigmentation, hair and body, for both women and men.

> ***Selecting the market segment*** is to evaluate the different market segments before selecting a particular segment. Targeting the right market segment is tough in the highly competitive business environment. Marketers should select those segments with optimum potential to cater to the target customers.

Kaya Skin Clinic has introduced a loyalty program 'Kaya Smiles' with 3 tiers –Platinum, Gold and Blue based on the amount spent at the clinic over a period of 12 months. Customers can accumulate 'skin miles' on all visits to get greater value.

Kaya recorded a turnover of Rs. 279 Crore in 2011-12.

Topics Covered	Course
Selecting the market segment: Market segmentation and market targeting: Unit 8.7	Marketing management

Source: http://www.kayaclinic.com and nachiket.kelkar@network18online.com http://www.kayaclinic.com/sites/default/files/media-rooms/pdf-files/Press_Release_-_Kaya%20Skin%20Bar_Launch-Delhi_0.pdf