



Data Vast INC: The Target Segment Decision

By: Kaviena Krishnarajah, Jennifer Cottrill,
Shannon Young and Taylor Currie
TheCaseSolutions.com



IMPLEMENTATION

MARKETING MIX/ PLACE + Collaboration between ST and P/Producer + ST's initiative and involvement + Collaborative for decision and budget	MARKETING MIX/ PRODUCT Private Cloud Storage (When feature is PaaS)
MARKETING MIX/ PRICE Per GB/Storage 10 GB/Storage: \$10 → 30%	MARKETING MIX/ PROMOTION New feature "Personal files" \$10/Storage → 100% of the quantity of the user

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AGENDA

- Video
- Problem
- Analysis
- Recommendation
- Implementation
- Expected Results



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