

EARTH OBSERVATION SYMPOSIUM (B1)
Earth Observation Applications and Economic Benefits (5)

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STRATEGIES FOR VALUE POSITIONING OF REMOTE SENSING DATA AND SERVICES IN
INTERNATIONAL MARKET

Abstract

Remote Sensing is one of the major areas in International Space Market today with various nations utilizing information derived from Space borne remote sensing for multiple development and long term planning projects. The International market landscape for remote sensing includes leading governmental and commercial suppliers from Asia, Europe, Russia and USA to name the established ones. This list is expanding with more number of nations going for own or collaborative remote sensing missions.

There are competing satellite systems with a host of sensors operating in a complex market with dynamic market drivers. Though the number of players is limited, fierce competition for a bigger pie in the market share characterize the market challenges in remote sensing. While knowledge of the market is useful in marketing any product/service, advanced and detailed market Intelligence becomes essential for successful marketing in Remote Sensing. The 3 Steps in building Marketing Strategy are Segmentation, Targeting and Positioning (STP). Once the market segmentation and targeting are completed by the supplier based on size, growth, profitability, scale of economies, cost of reaching the segment etc., as well as the company's objectives and resources, positioning gains significance. "Positioning is the process of creating a perception of one's brand in the mind of the target customers relative to competitors".

The paper presents a practical approach to develop value positioning strategy for remote sensing data and services in international market, considering the inter comparison and intra-comparison of the product offered over different market verticals. The theory of positioning suggests many dimensions for achieving effective results. The types may vary among Attribute Positioning, Benefit Positioning, Application Positioning, User Positioning, Competitor Positioning, Product Category Positioning and Quality or Price Positioning. The paper discusses the trends in the space borne remote sensing business and proposes the suggested methodology for arriving at suitable positioning strategies. Advanced Wide Field Sensor (AWiFS) from Resourcesat-1, which has become a truly international nature of data in terms of the spectral content, timelines, economic value, repetitivity/ revisit is taken as a test case for explaining the methodology suggested.