

Market segmentation is one of the most important operations that companies can undertake to improve, develop, and sell their products in a manner that suits consumers. The beginning of the geographical division is that Abdul Samad Al Qurashi Company, the manufacturer of antique oriental perfumes, started from Mecca, then moved to all regions of the Middle East and established its solid base, and then gradually began opening its branches in the West and spreading the Arab culture through perfumes for people who love different scents from the West or from Arabs living in the West. Like other companies, Abdul Samad Al Qurashi Company follows the four foundations of market segmentation.