

## Target Market Worksheet

1. Who are my customers?

Profile:

Economic Level:

Psychological Make-Up (Lifestyle):

Age Range:

Sex:

Income Level:

Buying Habits:

2. Where are my customers located?

Where do they live?

Where do they work?

Where do they shop?

3. Projected size of market?

4. What are my customers needs?

- a.
- b.
- c.
- d.

5. How can I meet those needs?

- a.
- b.
- c.
- d.

6. What is unique about my business?