

Business to Consumer
Identifying Your Target Market

Consumer Category #1

Age Range: _____

Income Level – household _____

Marital Status and Family Size _____

Geographic Market Area _____

Number in the Target Market _____

Average Household Expenditure _____

What are the prod/serv benefits you'll emphasize? _____

Consumer Category #2

Age Range: _____

Income Level – household _____

Marital Status and Family Size _____

Geographic Market Area _____

Number in the Target Market _____

Average Household Expenditure _____

What are the prod/serv benefits you'll emphasize? _____

Consumer Category #3

Age Range: _____

Income Level – household _____

Marital Status and Family Size _____

Geographic Market Area _____

Number in the Target Market _____

Average Household Expenditure _____

What are the prod/serv benefits you'll emphasize? _____

Consumer Category #4

Age Range: _____

Income Level – household _____

Marital Status and Family Size _____

Geographic Market Area _____

Number in the Target Market _____

Average Household Expenditure _____

What are the prod/serv benefits you'll emphasize? _____
