

Target Market Worksheet

1. What are my customer's needs?

2. Who are my customers?
 - 2.1. Age

 - 2.2. Gender

 - 2.3. Economic Level

 - 2.4. Lifestyle

 - 2.5. Buying Habits

3. Where are my customers located?
 - 3.1. Where do they live?

 - 3.2. Where do they shop?

4. Projected size of market?

5. How does my business meet their needs?

6. What is unique about my business?