

Worksheet 2: Target Market Description

Describe the characteristics of the people for whom you are trying to provide your product or service:

Demographics

(Typical age, income level, geographic location of residence or work place, number of children, marital status, ethnic group, education level, etc.)

Lifestyle patterns

(Common interests, beliefs, values, behavior patterns, etc.)

Expectations

(What do buyers want and expect from your product or service?)

What sources of information did you use in completing this worksheet?

(List references, site survey results, etc.)
