

# Work sheet - Clarifying your Target Market

1. How many different Target Markets do you have?

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**For each target group:**

2. Where are they located geographically?

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3. What is their economic situation?

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4. What is their age range and gender?

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5. What are their key behaviours?

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6. What are their loyalty attributes?

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7. What is their price focus?

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**8.** What are their availability and accessibility requirements?

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**9.** What are the main products and services that they buy?

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**10.** What sorts of things are important to them when considering your product/service? Why do they buy from you?

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**11.** What sort of papers or magazines do you think they read?

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