

Target Market Planning

Answer the following questions to identify where and who your target market is.

Why are you in business:

What image of your business do you want to convey?

What level of service do you provide?

How do you differ from competitors?

How will you use technology, capital, processes, products, and services to reach your goals?

Describe your average customer:

1. What message would reach them?
2. What are some other products or services they buy?
3. Where do your prospects go for recreation?
4. Where do your prospects go for education?
5. Where do your prospects do their shopping?
6. What types of newspapers, magazines, newsletters, websites, trade shows do your prospects/customers go to?
7. What TV and radio stations do your prospects watch and listen to?