

Determining Your Target Customer

Identifying your target customer is crucial to the success of your business. A target customer or market is the group of people that are most likely to purchase your product or service. By understanding who these people are and what factors they consider before making a purchase, you will be able to effectively market your product or service to meet their wants and needs.

An effective way to define your customer profile is to develop a table, such as the one below, which should provide most of the answers you will need. You could then summarize the information that you have gathered into a paragraph which states, who your target customer or market (group of customers with the same wants and needs) is.

1. What is the age group of your customer? _____
2. Is the customer male or female? _____
3. What is their marital status? _____
4. Where do they live? _____
5. What is their level of education? _____
6. What type of job do they typically have? _____
7. What is their yearly income? _____
8. Do they have children? _____
9. How often do they purchase my product/service? _____
10. How do they shop for it? _____
11. What are their hobbies? _____
12. What benefits are they seeking? _____
Quality – Service – Economy – Convenience – Prestige
13. Other characteristics: _____

For More Information:

Internet: www.sb.gov.bc.ca/smallbus/workshop/market.html