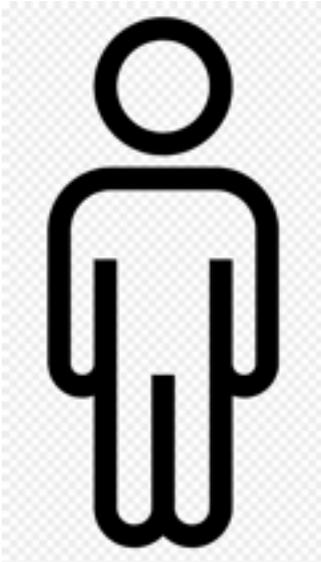


Target Customer - Example



•Look at companies that are similar to yours. What types of customers mostly buy from them?

School children, parents of school children

•Does your target customer have an age range? Does your service or product appeal more to a child, young person, adult, retired person? Does it appeal more to men/women? Or perhaps it doesn't matter?

Yes, mostly boys, although the academy is open to girls too. Age range is 8-14 years

•Is your product or service a luxury item? Would it appeal more to people with certain levels of income?

No, it is quite affordable so most parents who would send their child to an after school club, would be able to manage the fees

- Is your product/service more for people on a lower budget - e.g. students (most students tend to have less “disposable” or “spare” money to spend) and are you providing good value for what they are paying? How?

We charge as much as other clubs that are like ours - around £7.00 per session. Parents will mostly be the ones paying and we know parents already spend a lot on their children, so we want it to be affordable to them. The cost includes a football T-shirt and shin-pads for each session (must be returned to us). The parents don't have to pay anything else once they have signed up and also got some trainers or football boots for their child.

- What are the interests or priorities of your target customer? Why would they want or need to buy from you?

Children who enjoy sport, children who need to learn about team sports and teamwork, children who want to develop football skills, young people who want to be more active, parents who want their children do something active and/or to develop at a sport, parents who are looking for value for money.

Our Target Customer:

Josh is 10 year-old schoolboy who loves sports and has lots of energy to burn! He enjoys playing football in the park on the weekends with friends whenever he can and would really love to develop his football skills. He also would love to do something interesting after school during the week, instead of just going straight home from school and watching TV, or playing games, then doing some homework. He would like something more active and interesting in his routine. Josh knows his parents have lots of commitments, but he also knows that they are happy to invest in something that will get him away from video games and TV, if it is good value for money.