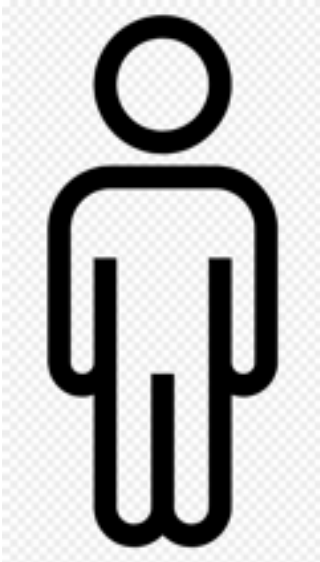


Target Customer



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

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?

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

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)

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