

Selecting a Target Market Niche

1. Who Needs Your Product or Service?
2. Demographics of Target Customers
3. What are their Buying Habits?
4. How Many Are There?

2. Demographics of Target Customers

Who are your most likely buyers?

- ◆ Age
- ◆ Gender
- ◆ Where they live
- ◆ Educational level
- ◆ Income level
- ◆ Employed or retired
- ◆ Other _____

3. What are their Buying Habits?

How often do they make purchases?

How do they order
(phone, web, email, standing order?)

Who do they buy from now?

Why?

How do they pay?

