

# TARGET MARKET ANALYSIS

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<b>Target Market</b>	<b>Demographics</b> Age, income, family status, education, geography, housing, culture, occupation	<b>Other Characteristics</b> Social affiliations, interests and hobbies, values, attitudes and opinions	<b>Place</b> Where/how do you come into contact with this group?	<b>Product</b> What products or services do they need or desire?	<b>Price</b> What is the value of the product or service to the target market?	<b>Promotion</b> How can you communicate and promote to this group?