



Target market template

Identify your target market for your business or business idea. Gather information that will help you understand who your target audience is, their behaviors and how to best reach them. You can have one or multiple target markets.

Business name (or summary of business idea):		
	Target market 1	Target market 2
Description		
Demographics (age, gender, income, location, education level, interests)		
Spending habits		
Where do they go to get information? <ul style="list-style-type: none"> • <i>Social media channels</i> • <i>Newspapers/magazines</i> • <i>Websites</i> • <i>Friends/family</i> 		
Market size		
Purchase motivation: <i>What customer pain you are trying to solve?</i>		
Reasons to select your product or service		
How will you reach them?		