Demographics

1. Cover sheet
   • Company Name
   • Team members
   • Graphic (Optional)

2. Define the profile of the target customer(s)
   • What does your anticipated customer look like?
   • Age, gender, ethnicity, economic status, martial status are a few factors to consider
   • You could have more than one customer profile depending on the number, type and uses of your products or services
   Source: Industry journals, interviews, observation, brainstorming
   Format: Bullet point

3. What is your target market
   • What are the geographical bounds of your market
   • National?, State?, County?, City?, Zip Code?
   Source: Team discussion
   Format: Bullet Point

4. Define the demographics in your target market relative to the target customer.
   • How many potential customers are in your chosen target market?
   Source: [www.census.gov](http://www.census.gov), trade journals
   Format: Bullet Point, Graphs, matrix

5. Estimate the potential sales for your company in your market.
   • How much does a customer spend per visit/day/week/month/year?
   • Use number of potential customers
   • Use number of likely competitors
   Source: Trade Journals, internet, 10-K, interviews
   Format: Bullet point

6. Analysis
   • Is there a sufficient number of customers in your area?
   • Do you see sufficient potential sales dollars to support your business?
   Format: Paragraph