

# Customer Profile

Define the key customer characteristics for each major product/service that you will offer:

Product/service \_\_\_\_\_

**Key customer characteristics**

• Income range/company size \_\_\_\_\_

• Personal, professional, or business characteristics \_\_\_\_\_

• Locale (*city, county, state, region, etc.*) \_\_\_\_\_

• Lifestyle preferences (*e.g., families who like to do things together, singles who like to meet new people, busy business people with no time to shop, etc.*) \_\_\_\_\_

• Social or business trends among this group (*e.g., aging baby-boomers concerned about health and fitness, young families purchasing first home, corporate downsizing, environmental regulations, etc.*) \_\_\_\_\_

Seasonal influences \_\_\_\_\_

Other considerations \_\_\_\_\_

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