**Target Market Form**

Please fill up the form with details of Target market related to your business concept (Please note that of any criteria is irrelevant, to your project keep it blank)

**Demographic:**

|  |  |
| --- | --- |
| **Criteria** | **Details** |
| Age |  |
| Income |  |
| Marital Status |  |
| Education Level |  |
| Family Size |  |
| Gender |  |
| Geographic Location |  |
| Social Status |  |

**Psychographic:**

|  |  |
| --- | --- |
| **Criteria** | **Details** |
| Brand Preferences |  |
| Price Sensitivity |  |
| Conservative/Liberal |  |
| Enviro-Friendly |  |
| Hobbies |  |
| Lifestyle |  |
| Information Sources |  |
| Service Preferences |  |
| Buy Based on Trends |  |
| Spontaneity |  |
| Influenced by Peers |  |
| Relationship Importance |  |

**Behavioral:**

|  |  |
| --- | --- |
| **Criteria** | **Details** |
| Purchase History |  |
| Where They Shop |  |
| Type of Store Preferences |  |
| Association Memberships |  |
| Internet Usage |  |
| Impulsiveness |  |
| Purchase History |  |

**Environmental:**

|  |  |
| --- | --- |
| **Criteria** | **Details** |
| Country of Residence |  |
| Political Climate |  |
| Currency |  |
| Payment Methods |  |
| Shipping & Receiving |  |
| Languages Spoken |  |