 **Entrepreneurship 110 NAME: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

**Marketing Plan – Customer Profile April 2019**

**INSTRUCTIONS:** Based upon your market research, you will need to describe your target market by addressing the following questions…

* **Who are your costumers?**
* **Where do they live?**
* **How many potential customers are there and how do you know this prediction?**
* **Describe your customers [age(s); income, population, etc…]**
* **Are there any trends influencing your market?**
* **What will influence their decision to buy your product and/or service?**

**Put your answers in proper sentence/paragraph format in this word document (or Google Doc) with a title.**

**Be sure to include your logo… DUE AT THE END OF CLASS!**