



Navarro SBDC Demographic Analysis Worksheet

Customer Profile

Are your customers individuals or businesses?

If they are individuals, describe their gender, age, income level and any other significant demographic variables.

If they are businesses, describe the industries, sales levels and any other relevant descriptors of the businesses you will target.

Geographic Profile

Where are your customers located?

How many customers are located in your market?

How many unit sales are in your market each year?

What is the dollar value of the sales that occur in your market each year?

Materials, services or products offered by providers to SBDC clients are available as a resource for you to locate professionals who can assist you with business concerns. Making these sources available to you does not imply or constitute a recommendation or endorsement by the SBDC, but is only intended to be a convenience for you. You must perform your "due diligence" by interviewing the individuals or companies to determine if they meet your needs. If you do retain their services, be sure to obtain your agreement in writing: who is responsible for what; what work is to be performed; what is not included; what is the cost.

The Navarro SBDC at Navarro College is a member of the North Texas SBDC Network. Funded in part through a cooperative agreement with the U.S. Small Business Administration (SBA). Hosted by the Dallas County Community College District and nationally accredited by the Association of SBDCs.