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?