



# Navarro SBDC Target Market Analysis

**Defining a target market is an important way to maximize marketing efforts.**

## **Demographics**

Describe your customer in as much detail as possible. Remember that it's difficult to sell to everybody, so focus on the types of people/companies you can really reach.

Individual or business?

Gender?

Ethnicity?

Age?

Education level?

Income level?

Marital status?

Industries?

Sales/revenue levels?

## **Geographics**

Define where your customers are located and be specific. It's very difficult to sell to the whole world or even the entire US.

City and country:

Climate:

Regional stereotypes:

Now that you have the "who" and the "where", you now need to get the "how many". This information is available at [www.Census.gov](http://www.Census.gov), through your local city government or Chamber of Commerce, or through a data base called Reference USA.

## **How Many Are There**

How many of these types of customers are located in your market?

## **What Do They Need**

How does my product/service meet their needs?

After completing this, it will be helpful to have a business mentor review it.  
They can assist you in completing your marketing plan.

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