

[Company Name]

Business Plan

[Project Name]

[Version Number]

4.4 Customer Demographics

Identify your target customers, characteristics, and geographic locations. Depending on your product/service, target markets can be classified by type, sector, size etc. Similarly, consumer markets can be classified by individuals: age, gender, marital status, hobbies, children, lifestyle, etc.

How you prepare this section will depend on whether you are selling to other businesses or directly to consumers.

Note: If you sell through distributors, wholesalers, and retailers, make sure to analyze both the consumer and middleman to which you sell.

If you have more than one customer group, identify the most important groups. For each customer group, construct a demographic profile:

| Consumer Demographics | Details |
|-----------------------------|---------|
| Age | |
| Gender | |
| Location | |
| Income level | |
| Social class and occupation | |
| Education | |
| Other | |

| Business Demographics | Details |
|-----------------------|---------|
| Industry | |
| Location | |
| Size of firm | |
| Technology | |