



Market Plan - Research Exercise

Describe the characteristics of the people for whom you are trying to provide your product or service.

Demographics:

(Typical age, income level, geographic location of residence or work place, number of children, marital status, ethnic group, education level, etc.)

Lifestyle patterns:

(Common interests, beliefs, values, behavior patterns, etc.)

Expectations:

(What do customers want and expect from your product or service?)

What sources of information did you use in completing this worksheet?

(List references, site survey results, etc.)
