# Target Market

**Business Plan Final Project**

The target market section of your business plan must clearly identify and describe the prospective customers. Your goal is to show that you understand who your customers will be, and how your products/services directly meet their needs.

**Physical Characteristics:**

* One page maximum and only 1 paragraph – (paragraphs should have at least 5 sentences each)
* 1-inch margins – typed
* Times New Roman or Calibri font style
* 12-point font size
* Include title at top of page and page number.

**INCLUDE THE FOLLOWING INFORATION IN YOUR TARGET MARKET DESCRIPTION. FOR EACH STATISITC, YOU MUST EXPLAIN HOW IT WILL HELP YOUR BUSINESS BE SUCCESSFUL.**

**Size:**

How large is your target market? (How many customers do you expect to have each month?)

**Demographics:**

The demographic traits of your customers often vary based on whether you are focused on serving the consumer or business markets:

Consider:

* Income levels
* Interests
* Age
* Occupations
* Gender
* Single/Married

**Geographic:**

* Where are your customers located? (Cities, counties, etc.)

(See example on back)

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| TARGET MARKET  I anticipate that Prompt Computer Sales & Repairs will have an average of 430 customers each month or 15 per day. Because my business is not seasonal, I don’t expect to have more customers one month over another. However, I anticipate December may draw in more customers for the holidays. I anticipate that in order for my customers to purchase computers and need repairs, they will be making at least $20,000 per year to afford the cost in addition to their personal expenses. I expect to have a mix of business and regular customers. Some of my customers will be students, business owners, and those who have hobbies that require the use of a computer. I plan to advertise and cater to each of these customer groups to draw them in to my business. I believe the majority of my customers will be ages 15 through 60. There will most likely be an even male and female customer base. Most of my customers will live in Lake County. Since my business is located in the city of Mentor, I can anticipate the majority of my customers will be from Mentor and surrounding suburbs. These suburbs may include Willoughby, Kirtland, Painesville, Willowick, and Eastlake. I believe a mix of students, business, and hobby customers will desire the products and service that Prompt Computer Sales & Repairs will offer to Lake County. |

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