

TARGET CONSUMER PROFILE

CHEAT SHEET

The purpose of creating a consumer profile is to really understand who will buy and consumer your products. This will help you understand how to best align your product benefits and features with the target consumers unique needs and wants. To do this you need to thoroughly understand the demographics and psychographics of the target consumer to effectively reach them with your marketing campaigns. These two sets of information will help form a customer's persona and snapshot of who they are, what they buy and why.

1	Who is the target end consumer for our new product?
2	What the target consumer's demographics? Who are they? (E.g.: Age, race, religion, marital status, gender, family size, ethnicity, income, and education. The dry stuff)
3	What do we know about the target consumer psychographics? Why they buy? (E.g. Their emotions, values, needs and wants.)
4	Where are they located and how many of them are there?
5	What food problems do they have that our products could solve?
6	Will they pay for a solution to their problems?
7	Why do they buy, and do they have enough income?
8	What alternative products do they currently buy?
9	Where do they buy? (E.g.: Bricks & mortar, on-line, direct outlets.)
10	Is there a product competitive advantage possible in this market segment?
11	Can we effectively get access to them? (E.g.: Right market channels)