

Name: _____

Date: _____

Target Markets



A Target Market is a group of potential customers that you aim to sell products or services to.

This group is called a market and each market can be divided into smaller segments. Segments can be grouped into various demographics such as age, generations, geographic location, income and social class or lifestyles.

Select the target markets for the following products:

	<p>Children Adults Elderly</p>		<p>Vegans Scientists Dieters</p>
	<p>Leisure Tourists Business Travelers Ecotourists</p>		<p>Seniors Honeymooners Students</p>
	<p>Luxury Consumers Nature Lovers Germophobes</p>		<p>Adventure Seekers Pleasure Seekers Disabled Persons</p>

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