

PROFESSIONAL ENGLISH BUSINESS PLAN WORKSHEET



STAGE 3: IDENTIFY YOUR CUSTOMERS – “WHO DO WE SERVE?”

In **Stage 1** you had to **Define Your Company** by answering the question, “What do we do?”

In **Stage 2** you had to **Create Your Branding** by answering the question, “How do we want people to know and remember us?”

In this stage you will seek to identify who your possible customers might be. Your potential customers will be people who share the following characteristics:

- ✓ They are people who want what you have to offer whether it is a product or a service.
- ✓ They are people who can afford what you have to offer.
- ✓ They are people who share the same cultural and social values as your company.
- ✓ They are people who feel welcomed and valued by your company.

1. Brainstorming Your Ideas: Having chosen your Business Idea, now as a group of partners use the 4 descriptors above to help you brainstorm possible customers for your business. You should also think about age, economic standing, educational background and cultural heritage as you make a list of all the possible customers you think your business may be able to attract and serve. You should create at least 3 to 5 possible **Customer Groups** by using the list of **Customer Characteristics** below.

Customer Characteristics

Singles	Students	Uneducated	Children (6-12)	Poor
Couples	Young Professionals	High School Education	Teens (13-20)	Middle Class
Families	Established Professionals	University Graduates	Young adults (21-35)	Wealthy
Male	Retirees	Tradesmen (Technical Ed.)	Adults (36-64)	Foreigner
Female		Post Graduates	Older Adults (65+)	National

To make a customer group join more than one customer characteristic together.

Example 1: **National - Young Professional – Families with Children (6-12)**

Example 2: **Foreigner - Students – Teens (13-20) – Middle Class**

Customer Groups:

1. _____
2. _____
3. _____
4. _____
5. _____

2. Evaluating Your Ideas: In addition to having specific customer groups, every business has three (3) types of customers. They are **Primary Customers** (who make up about 50 % of your customers), **Secondary Customers** (who make up about 30 % of your customers), and **Random Customers** (who make up less than 20 % of your customers).

Using the small blanks in front of each number, identify each Customer Group as a type of customer. For Primary Customers write P, for Secondary Customers write S and for Random Customers write R.