

## TARGET MARKET WORKSHEET

Name -

Who do you think will buy these products?



Kids camera -80 AED



Colour Printer 250 AED



GUCCI bag -7500



Smart Watch- 800 AED



Wrinkle repair - 150 AED



7 Seater SUV Family car



Mini cooper - car



Shopping Trolley -100 AED

25 year young single man working in company.	
25 – 35 age woman, mother and working.	
School going kids	
Women 40+	
Working lady with high income	

Who are the main buyers?



Gender –

Age –

Income -



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