

## Demographics

1. Cover sheet
  - Company Name
  - Team members
  - Graphic (Optional)
  
2. Define the profile of the target customer(s)
  - What does your anticipated customer look like?
  - Age, gender, ethnicity, economic status, martial status are a few factors to consider
  - You could have more than one customer profile depending on the number, type and uses of your products or services

Source: Industry journals, interviews, observation, brainstorming  
Format: Bullet point
  
3. What is your target market
  - What are the geographical bounds of your market
  - National?, State?, County?, City?, Zip Code?

Source: Team discussion  
Format: Bullet Point
  
4. Define the demographics in your target market relative to the target customer.
  - How many potential customers are in your chosen target market?

Source: [www.census.gov](http://www.census.gov), trade journals  
Format: Bullet Point, Graphs, matrix
  
5. Estimate the potential sales for your company in your market.
  - How much does a customer spend per visit/day/week/month/year?
  - Use number of potential customers
  - Use number of likely competitors

Source: Trade Journals, internet, 10-K, interviews  
Format: Bullet point
  
6. Analysis
  - Is there a sufficient number of customers in your area?
  - Do you see sufficient potential sales dollars to support your business?

Format: Paragraph