GreenBizz: Customer Profile

In the development of our companies, we first examined evidence and trends to demonstrate there was an opportunity for your products or services to succeed in the market. Second, we began to study your competitors with the intention of differentiating your own products and services from the competition. The final part of our *market analysis* is examining who your customers are.

1. Take detailed notes on each of the following as a group prior to writing your final version:

    *   **Profile your target customer -** Identify common characteristics of those buyers who will be most likely to purchase your particular product. Things to include:
        *   *Demographics* - statistical data relating to individual, measurable characteristics within groups of people. Common demographic data include age, income, gender, ethnicity, education, etc.
        *   *Geographics* - data relating to the location of people. Key elements in this category might include: urban v. suburban, coastal v. inland, climate, terrain, land use, etc.
        *   *Psychographics* - the categorization of people according to their attitudes, aspirations and other psychological criteria. Key elements in this category include: political persuasion, views on the environment, religion and spirituality, specific moral stances, etc.

    *   **Validate that profile using the results of your surveys and research -** Once you have defined your target customer, provide support for that definition using the information from your surveys. You may also use additional research to justify suppositions you make about your target customer. The main goal is to identify your target customer within specific ranges in each category. Please note that not all demographic, geographic and psychographic data is relevant to your product's sales (i.e. democrats and republicans both love the iPhone). The goal is to identify the most relevant data that will allow you to clearly target your marketing messages later.

2. Your group needs to write a narrative description about your target customer. Who are they? What common characteristics do they share? Your final version should combine each of the elements above into a single comprehensive description. As part of this description you must *visually* present the results of your market surveys and other research (bar graphs, pie graphs, line graphs, etc.) and divide your market into workable segments such as those outlined under the categories above.

Note: If your customers are not individuals, but rather other businesses or government agencies, you will obviously need make some adjustments to the requirements above. You should attempt to, whenever practical, provide a profile that includes the individuals your customers will ultimately work with. For example, while Intel sells chips to other computer makers, and not generally to individual consumers, they must be cognizant, for their own marketing purposes, of who the people are who ultimately buy the computers and other equipment with "Intel Inside."