

Name \_\_\_\_\_

# Target Market

1. Are people not in the target market considered potential customers?

YES                      NO

2. Why do businesses advertise towards a specific target market, and not towards all potential customers?

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3. List three items that you are part of the target market for, and explain why you are in the target market.

(1) Product: \_\_\_\_\_ Explanation: \_\_\_\_\_

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(2) Product: \_\_\_\_\_ Explanation: \_\_\_\_\_

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(3) Product: \_\_\_\_\_ Explanation: \_\_\_\_\_

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4. You are a marketing executive for a Coca-Cola, and Coke design a new product.

The new product is an all organic energy drink with no sugar. Who would be your target market? Explain in 3-4 sentences, and be sure to include at least three specific demographics of your target market.

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