

Creating a Business Plan: 4. Who will buy my product?

My ideal customer:

- Gender: _____
- Age range: _____
- Educational background: _____
- Income level: _____
- Location: _____
- Family situation: _____
- Values & interests: _____
- Hobbies: _____
- _____
- _____

How can I make my brand and product most appealing to my target customer? _____

Based on my target customer, what are the best venues to sell and promote my brand and products? _____