

Business Management Module 1: Customer Identification

Define your customers relative to demographics, values, location, shopping choices, and market segments (those who frequent natural food stores or farmer's markets, those who hunt for bargains, those who are environmentally conscience, etc.).

1. Select the 3–4 characteristics that best identify or define your customers compared to other people.

- | | | |
|--|--|---|
| <input type="checkbox"/> Visitor/resident | <input type="checkbox"/> Home town | <input type="checkbox"/> Religion |
| <input type="checkbox"/> Gender | <input type="checkbox"/> Marital status | <input type="checkbox"/> Previous purchase |
| <input type="checkbox"/> Age | <input type="checkbox"/> Children | <input type="checkbox"/> Other |
| <input type="checkbox"/> Income | <input type="checkbox"/> Education | _____ |
| <input type="checkbox"/> Occupation | <input type="checkbox"/> Ethnicity | |

2. Describe your customers, starting with the most important characteristic you described above.

3. Which product is the consumer buying?

4. Why are they buying your product? Is there a product attribute that is important to this consumer segment?
