

Target Market Person Activity

MAJOR GRADE

Background:

A target market is defined as a specific group of consumers that have similar wants and needs. Today, we are going to be using market segmentation to create a person who is representative of a target market.

Process:

- 1). Divide into teams of 2
- 2). Fill out your Target Market Worksheet on the back.
- 3). Once you have understood your demographics, obtain a large piece of art paper and trace a team member and cut out the figure of a person. This cutout will be the representative for your target market.
- 4). Decorate your cutout person with pictures of **at least 15 products** you think would appeal to him/her (you may print these from the internet and glue or tape them to the person). Draw a face and other features on your cutout. Color (using crayons or map pencils) clothing articles on your person. Cover at least 75% of the figure.
- 5). Type the name of your cutout person and a summary of their Demographics on a sheet to be printed off and glued to the person's stomach. The name should be typed using WordArt or other large format font, the characteristics typed in a large, easy to read font.

Names: _____

Below is your Consumer Profile. Make any inferences needed.

1

Customer/ Person Number	PROFILE
1	This customer/person is 30 years old, married and comes from a large family (6 siblings). They have a Masters degree in Business and are currently employed at United Airlines as an operational support specialist. Income is \$98,000 per year. Spouse is employed and earns \$45,000 per year. They enjoy taking family vacations. They have two children and two dogs (Spike and Princess). They are brand loyal when it comes to purchasing a vehicle; always a Ford. They attend church once a week and belong to a church group. They live in a 3 bedroom, 2 bathroom home in Chicago, Illinois. Very condensed area, with not much yard space. Chicago Bears fan. Takes public transportation to work. Enjoys alternative rock music and bowls weekly in a league.

Pick 15 products/services that your target market would use:

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2

Customer/ Person Number	PROFILE
2	This customer/person is 25 years old, single and loving life! They are an only child (you might say they've been spoiled by their parents). They attended the University of Edmonton and have a Bachelor's degree in computer technology. They are self-employed; working from home, on their scheduled time. Makes just enough money to survive. Living life is more important than working. No children. No pets. Lots of friends. Sports enthusiast; celebrates any competitive sport win and enjoys betting on sports games. Very sociable. Living alone in a rented 2 bedroom townhouse in Edmonton, AB. Plays video games. Uses their bike for transportation or public transportation.

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Customer/ Person Number	PROFILE
3	<p>This customer/person is 37 years old, newly divorced and supporting 3 school aged children. Lives outside of a big city; in a rural subdivision. Owns a 4 bedroom 2 bathroom home with a small yard. Very devoted to their family. Has a twin sister and they get along very well. Mom and Dad play an important role in their life, assisting with child care. Children are active in school athletics, clubs, organizations. Strong family bond. This person is an intensive care nurse and works at Mount Sinai Medical Center in Vancouver, BC. Income is \$75,000 per year. Receives an additional income of \$10,000 per year for child support from their ex-spouse. Very busy with balancing their work schedule as well as the children's school/activities schedule. Planned and affordable family vacations are essential to providing a good balanced life. Enjoys country music, and camping.</p>

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Customer/ Person Number	PROFILE
4	<p>This customer/person is 42 years old, married for 17 years and has 4 children, who are in Junior High and High School. They have a german shepherd dog named Harley. Their oldest child has their driver's license, and a 2015 Ford Focus vehicle. This child works part time at McDonald's and is in high school. Their car frequently needs maintenance so it's a good thing that their Dad (your customer/person) is an auto mechanic at a well known car dealership in Sudbury, ON. He earns \$62,000 per year. His spouse is a teacher and works at the Junior High where two of their children attend and earns \$65,000 per year. Bishop Alexander Carter CSS is a small school with only 563 enrolled students. They live within walking distance to the school, which is very convenient for participating in after school clubs, and athletics. This customer enjoys the outdoors (fishing, hiking, swimming) and drives to most of their vacation destinations. He enjoys a variety of music; country, soft rock, and pop rock. He drives a Harley Davidson motorcycle and is very active in a local Harley Davidson biker's club; participating in most of their charity events.</p>

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Customer/ Person Number	PROFILE
5	<p>This customer/person is 24 years old, divorced with no children. They married their college crush right after they graduated from college with their Bachelors Degree in Criminal Science. They are a K9 police officer for the Toronto police department. The German shepherd dog's name is Killer. They earn \$55,000 per year. It's a dangerous job in a big city. Works a lot of unscheduled, extra hours as needed. Their job was the major reason for their divorce. No time for family and friends are limited. Their dog is their best friend. Very tech savvy as a lot of the work equipment is computerized. Relaxing during free time is important to them. They play the guitar and sing during family gatherings. Enjoys cooking (grilling at a park or on the beach) and listening to podcasts. Orders most everything they need on line and even does grocery pick up. No time for shopping at a store. Plays on a recreational volleyball team at a local establishment. Has a 26 year old roommate. They have a 2 bedroom, 2 bathroom apartment in the city. Underground garage parking is available. There is a recreational park across the street where this customer walks/plays with the dog daily.</p>

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Customer/ Person Number	PROFILE
6	<p>This customer is a 50 year old widow, with two children. Her daughter is 26 years old and her son is 22 years old. Both are college graduates working in Europe. Because of unstable living circumstances, she moved to Montreal from Europe 5 years ago. She was married for 27 years. She is a bookkeeper in Montreal. Income is \$65,000 per year. The company she works for is a prestigious accounting firm and one of the world's most recognizable brands. It provides audit, consulting, tax, and advisory services to 90 percent of the Fortune 500 companies. Because of her place of work, she is supposed to wear upscale looking business clothing. This customer is very detail oriented and constantly paranoid about risk, coverage and things they don't understand. They are always by their phone, and on their computer doing administrative work. Works long hours; sometimes up to 12 hours a day. Lives in Longueuil, Quebec. Occasionally works weekends. She has a 2 year old granddaughter who she enjoys buying nice things for.</p>

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Customer/ Person Number	PROFILE
7	<p>This customer is 44 years old, married with 3 1/2 (one on the way) children, and is employed in a management/executive position at Microsoft in Calgary, AB. Their spouse does not need to work, since their earned income is \$275,000 per year. This customer has an expense account and enjoys fine dining at restaurants - charging the bill to this account. They frequently entertain clients at restaurants and other events such as conventions, seminars, and meetings. Their job requires them to travel to other provinces and states often for various durations at a time. They also have a company car; 2022 Chevy Equinox. Because of all their accumulated airline miles, they frequently take their family on some really nice vacations, or have their family join them on a work trip. Relaxing at the pool or beach on these vacations is important because of their very active work lifestyle. Golfing is an enjoyable leisure activity as well. This customer lives in a large 5 bedroom, 4 bathroom home, surrounded by a golf course outside the city. Doesn't spend much time with the children because of the job demands. Reads magazines a lot; especially on airplanes; it passes the time away and is relaxing. Listens to hip/hop, rap and rock music.</p>

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Customer/ Person Number	PROFILE
8	<p>This customer is a 60 year old married person. They have 4 grown children who are all college graduates and not living at home. This person is employed as a High School Principal at a large school in Toronto. Their partner is an athletic director at a private school in the GTA. They have been married for 30 years. They are planning on downsizing their home and retiring within the next 2 years. They are interested in purchasing a small home, located in a retirement community, with a warm climate. They are high income earners; this person's salary is \$175,000 per year and their partner's salary is \$152,000 per year. They enjoy traveling together and have seen many historical places. Health care is important to them. The mom enjoys reading books (former English teacher) and belongs to a book club. The dad is a sports enthusiast and enjoys watching professional sports. He is a former coach of the Toronto Football club professional soccer team. One of their sons plays professional soccer for the Vancouver Whitecaps. They have 5 grandchildren; ages 1-9. During the school year, they work a lot of different and long hours; oftentimes not seeing each other except in their home environment. Fast paced; eating out or catering in food a lot. Online shopping is the only way they shop. However, in the summer months they have a lot of free time so they shop more in person. This person loves to garden; growing fresh vegetables and flowers.</p>

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Customer/ Person Number	PROFILE
9	This customer/person is 15 years old, and has 2 parents and a younger sibling. This person speaks multiple languages and has Canadian and Australian citizenship. The family income is average for the area, a small town on the coast of Newfoundland. The family values education and critical thinking. This person enjoys non-competitive sports and is obsessed with TikTok and YouTube videos. The family enjoys taking family vacations. They are brand loyal when it comes to large purchases like vehicles and appliances. European and Asian technology is best. They share a cottage with family and spend most of the summers there or in Australia. They live in a 3 bedroom, 2 bathroom home in Trinity, Newfoundland. This person's friends don't live nearby but they are really important to them.

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