



Mini-Brands/Real Littles Market and Market Identification

Textbook Pages 17-20

You will be given a Mini Brand/Real Little product to use for this assignment. Use your product to apply and analyze the book topics of market and market identification.

1. What product did you receive? What is a market?
2. Give some examples of organizational markets/businesses that would buy this product from the manufacturer.
3. The consumer market often buys products that will save them money, make their lives easier, improve their appearance, create status, or provide satisfaction. Circle the reasons you think best fit your product.
4. Define market share.
5. Do a Google search to see if you can find the market share of your product or the company that produces it.
6. We will discuss target markets in more detail in a future chapter. Using Pages 18-20 give a brief description of the target market/customer profile for your product. You might try using Google to find more details. Topics to discuss would be age, gender, income level, marital s ethnic background, geographic residence, attitudes, lifestyle, and behavior.

