

Intro to Business

Target Market Person Activity

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 2-3
- 2). Using the "Examples of Market Segments" document, choose a characteristic from each of the following Segmentation Bases: Geographic, Demographic, and Social. For example, you may choose a person a city with 1,000,000 or more people (geographic), over the age of 60 (demographic), who is Asian (Social). In addition, you may choose more than one characteristic from each Segmentation Base.
- 3). Once you have chosen the three characteristics, obtain a large piece of art paper 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 products you think would appeal to him/her (you may print these from the internet and glue or tape them to the person). Feel free to draw a face or other features on your cutout.
- 5). Type the name of your cutout person and their characteristics (Three areas chosen earlier) on a sheet to be printed off to hang above the cutout.