

Because our service exists to shelter pets while their owners are away, our target market must be relatively **close to our base of operations**. Beyond geographic segmentation, however, we are further dividing our target market by demographics; we're targeting **18 to 45** men or women from an affluent background or in high-paying **entertainment careers**. Specifically, eccentric or humorous tech savvy pet owners who have a **public image** and may be recognized in celebrity tabloids.

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Target Market



SWOT ANALYSIS MATRIX

