**B2B Demographics - Target Users & Buyers Worksheet**



**Company Demographics:**

* Company age/stage (new, growing, mature): New
* Number of employees range: 0-10
* Company infrastructure (privately held, gov’t, publicly traded): Privately held
* Geographic area/region: Columbus Metropolitan Area
* Number of office locations/sites: 1
* Annual revenue range: $250.000 (Proposal)
* Average budget range: 200.000 (Proposal)

**Company Industry Details:**

* Industry type (retail, manufacturing, medical, etc.): Transportation - last mile delivery
* Specific companies in this industry sector:
* Products or services offered:
* Target market/s (who are their customers):
* Who are their suppliers:
* Who are their business/strategic partners:
* What departments/titles, makes the buying decisions: