

Strategy

Target Audience

The website/app will focus on the following target audiences:

Roles (groups of people with similar goals)

- *First time customer*
- *Existing customer*
- *Branch Manager or Administrator*

Demographics

- **Gender** - Female
- **Education** - Master degree in Marketing
- **Occupations** - Marketing agency assistant
- **Age** - 30
- **Location** - Bangkok

Psychographics (personality, values, attitudes, interests, lifestyles)

Think of at least 5 details among the categories below.

- **Personality & Attitudes:** Friendly, Caretaker.
- **Values:** Driven by others happiness.
- **Lifestyles:** Healthy concern, Enjoy Korean-Drama on Netflix, Light-exercise.