TARGET GROUP SELECTION

BUSINESS MAKEOVER

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Target Group Selection

Target Group Selection helps you to identify customers who have similar needs and preferences. The target group is the actual audience to which your business will sell its products and services.

Template & example

The Target Group Selection tool provides a form to help you identify your target market. Different forms are available for B2C (page 4) and B2B settings (page 6). Use the B2C and the B2B examples (pages 8-11) to see how the tool can be applied in practice.

How to use

Target Group Selection helps you to define your target market. This tool can easily be used by yourself, it does not require help from an expert.
To create a clear definition of your target group, you have to focus on two aspects: demographics and psychographics.

- Demographics focus on the *who* – it gives insights on *who* is buying.
- Psychographics focus on the *why* - what makes people behave the way they do.

Depending on whether your target market is customers (B2C) or businesses (B2B), you need to focus on different criteria:

B2C	**B2B**
Demographics	*Demographics*
Age Location Gender Income Education Occupation Ethnicity Marital Status # of Children	Maturity Location Sector/industry Size Public or Private Products & Services Company structure

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B2C	B2B
Psychographics	*Psychographics*
Personality Attitudes Values Interests Lifestyle Behaviour	Company Culture Attitude Values Interests Lifestyle Behaviour

The Target Group Selection tool gives an overview of all criteria to consider when defining your target market. You don't have to fill in all criteria. First focus on two core criteria to define your target group. Next choose one to three secondary criteria to further specify this group.

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target group selection

target market: **customers (B2C)**

Demographics	
Age	
Location	
Gender	
Income	
Education	
Occupation	
Ethnicity	
Marital Status	
# of Children	

Psychographics	
Personality	
Attitudes	
Values	
Interests	
Lifestyle	
Behavior	
General Remarks	

Demographics	
Topic	
Education	
Size	
Location	
Maturity	
Sector / Industry	
Products & Services	
Public or Private	
Company structure	

Psychographics	
Company Culture	
Attitudes	
Values	
Interests	
Lifestyle	
Behavior	
General Remarks	

target group selection

target market: **customers (B2C)**

Demographics	
Age	20 - 30 years
Location	
Gender	
Income	
Education	Highly educated people
Occupation	Knowlegde workers
Ethnicity	
Marital Status	Just married
# of Children	1-2 children

Psychographics	
Personality	Open minded, positive, self-motivated, confident
Attitudes	Always looking for new opportunities, ambitious / want to grow in his/her position
Values	
Interests	
Lifestyle	Don't want to miss anything, lots of friends,
Behavior	
General Remarks	

target group selection

target market: **business (B2B)**

Demographics	
Topic	
Education	Low eduction
Size	Small company 1-10 employees
Location	Western Europe
Maturity	
Sector / Industry	Food
Products & Services	Bread
Public or Private	Private
Company structure	Small family business

Psychographics	
Company Culture	Doing the production the same for over 50 years
Attitudes	Only want to change when they have to
Values	Honest, authentic
Interests	
Lifestyle	
Behavior	
General Remarks	

target group selection

target market: **business (B2B)**

Demographics	
Topic	
Education	Low eduction
Size	Small company 1-10 employees
Location	Western Europe
Maturity	
Sector / Industry	Food
Products & Services	Bread
Public or Private	Private
Company structure	Small family business

Psychographics	
Company Culture	Doing the production the same for over 50 years
Attitudes	Only want to change when they have to
Values	Honest, authentic
Interests	
Lifestyle	
Behavior	
General Remarks	