**Identifying ERWY’s customer base by STATISTICS**

ERWY decides their major and potential customers according to their age, disposable income, interest in the product and educational level. A questionnaire has been given out to acquire the following information about our target audience.

Most teenagers happen to be interested in our product especially high school students studying biology and performing projects related to horticulture clubs and more. Middle aged people include people trying to build a new home to live in with spectacular looking plants while taking care of other duties.

More than 50% of potential customers would pay more than 5BD on our M.A.I, and according to our approximate price 31% of the people in Bahrain would be able to afford the product

A Huge proportion of the population show interest in our product while about 83% would actually buy this product when it is available in the market, and most interest was shown my housewives who enjoy the beauty of their potted plants but find it exhausting to continuously water them as answered by descriptive surveys.

A substantial 62.4% are bothered by forgetting their plants not watered usually due to leaving the country often or having high stress jobs and would wish to have pots filled with sustenance without any additional burdens.

Erwy provides the miniature Automatic Irrigation device (M.A.I) to solve these people’s problems and fulfil their needs. These statistics us approximately 70% accurate due to anonymous responses and honest opinions.