



Target Audience

Worksheet



Target Audience

Craft a target audience for your selected business

Target Audience Name: Mr Marketing

Needs

The company is looking to push a new product in few months time. The company wants to know what sort of customers for targeting purposes.

Demographics

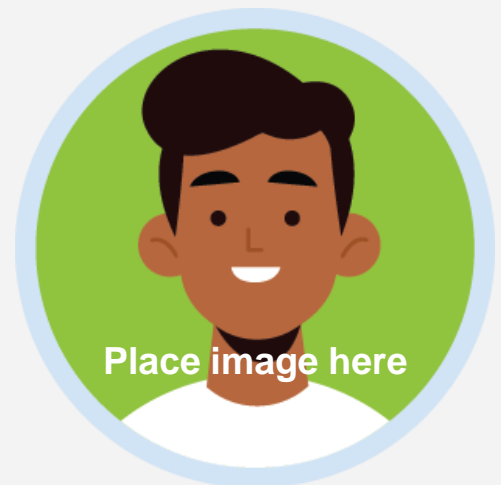
Age: 30

Gender: Male

Household Income: 30000 - 60000

Education/Occupation: Marketing Manager

Location: Malaysia



Interest

Not disclosed

Behaviors

Demands accuracy

Open to recommendations

