**Target Market Details**

[Startup Name]

**Market Description:**

[Briefly describe the target market, including its size, scope, and characteristics.]

**Customer Segments:**

[Identify specific groups of customers within the target market based on factors like age, interests, and behaviour.]

**Customer Needs:**

[Outline the main problems or challenges that your product or service addresses for the target customers.]

**Customer Persona:**

[Create a fictional character that represents your typical target customer, including their traits, preferences, and motivations.]

**New or Existing Market:**

[Is your startup entering a new market or an existing market?]

**Competitor Analysis:**

[Analyse the other businesses operating in the target market, understanding their products, positioning, and strengths.]

**Unique Selling Proposition (USP):**

[Define the special value your product or service offers that sets it apart from competitors and appeals to the target market.]

**Market Trends:**

[Identify the current and upcoming trends within the target market, such as popular preferences or new technologies.]

**Market Size and Growth Potential:**

[Estimate the potential number of customers or revenue in the target market, and evaluate its growth prospects.]

**Market Entry Barriers:**

[Identify any obstacles or challenges that may affect entering or expanding within the target market, like tough competition or regulations.]

**Marketing Channels:**

[Determine the best ways to reach and engage with the target customers, such as online platforms, social media, or events.]

**Customer Acquisition Strategy:**

[Outline your plans and tactics to attract new customers in the target market, including marketing campaigns or referral programs.]

**Pricing Strategy:**

[Decide how you will price your product or service in the target market, considering what customers can afford and how it compares to competitors.]

**Sales and Distribution Strategy:**

[Describe how you will sell and deliver your product or service to the target customers, like through direct sales or partnerships.]

**Customer Retention and Loyalty:**

[Explain how you will keep customers coming back, like providing personalized experiences, great support, or loyalty programs.]

**Market Research and Feedback:**

[Describe how you will gather insights and feedback from the market and customers, helping you improve and adapt as needed.]