**Tentative Customer List**

**Customer Target Market Document**

[Startup Name]

**Company Overview:** Provide a brief overview of your company, including its mission, values, and core offerings.

1. **Consumer Needs and Pain Points:** Outline the specific needs, desires, and challenges that your target market faces, which your products or services aim to address.
2. **Target Market**

|  |  |
| --- | --- |
| **Demographic Profile** | |
| Age |  |
| Gender |  |
| Education |  |
| Income Level |  |
| Occupation |  |
| Marital status |  |

**[Identify the key demographic characteristics of your target market]**

|  |  |
| --- | --- |
| **Geographic Scope** | |
| Local |  |
| Regional |  |
| National |  |
| Inter National |  |

**[Specify the geographical areas where your target market is located.]**

|  |  |
| --- | --- |
| **Psychographic Profile** | |
| Interest |  |
| Value |  |
| Beliefs |  |
| Behaviour |  |
| Attitude |  |

**[Describe the psychographic traits and lifestyle characteristics of your target market]**

1. **Target Market Size and Potential**

* **Total Addressable Market (TAM):** Estimate the overall size of the market you are targeting in terms of potential customers or revenue.

|  |  |
| --- | --- |
| **Total Market Size**  (in %) |  |

* **Serviceable Available Market (SAM):** Determine the portion of the TAM that you can realistically reach and serve.

|  |  |
| --- | --- |
| **Total Serviceable Market Size** (in %) |  |

* **Target Market Share:** Define your desired market share within your SAM and explain how you plan to achieve it.

|  |  |
| --- | --- |
| **Total Targeted Market Size** (in %) |  |

**TAM**

**SAM**

**Target Market Share**

**[Explain it with the help of percentage]**

1. **Customer Acquisition Channels**

|  |  |
| --- | --- |
| **Marketing Channels:** |  |
| **Digital Marketing Channels** | **Traditional Channels** |