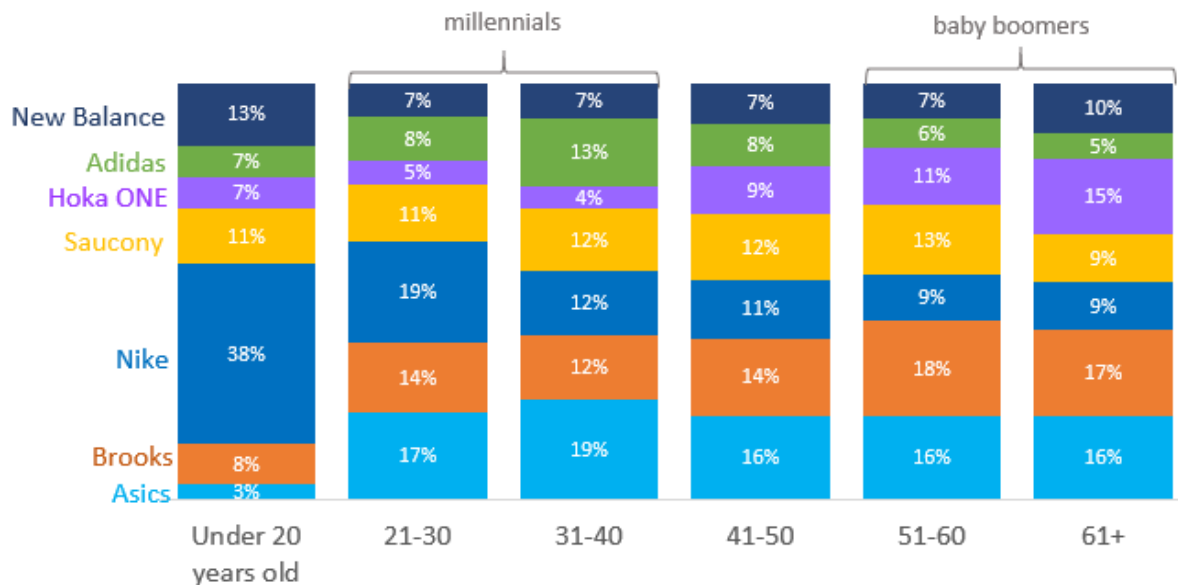


PHASE I - Target Audience Analysis

Business Goal Analysis for EcoSole - E-Commerce Shoe Store

Here are some things to consider that will help us know our target Audience.

1. The age range of your ideal customer would depend on the type of shoes you are selling. For example, if you are selling athletic shoes, your target audience may be younger and more active. If you are selling dress shoes, your target audience may be older and more professional.



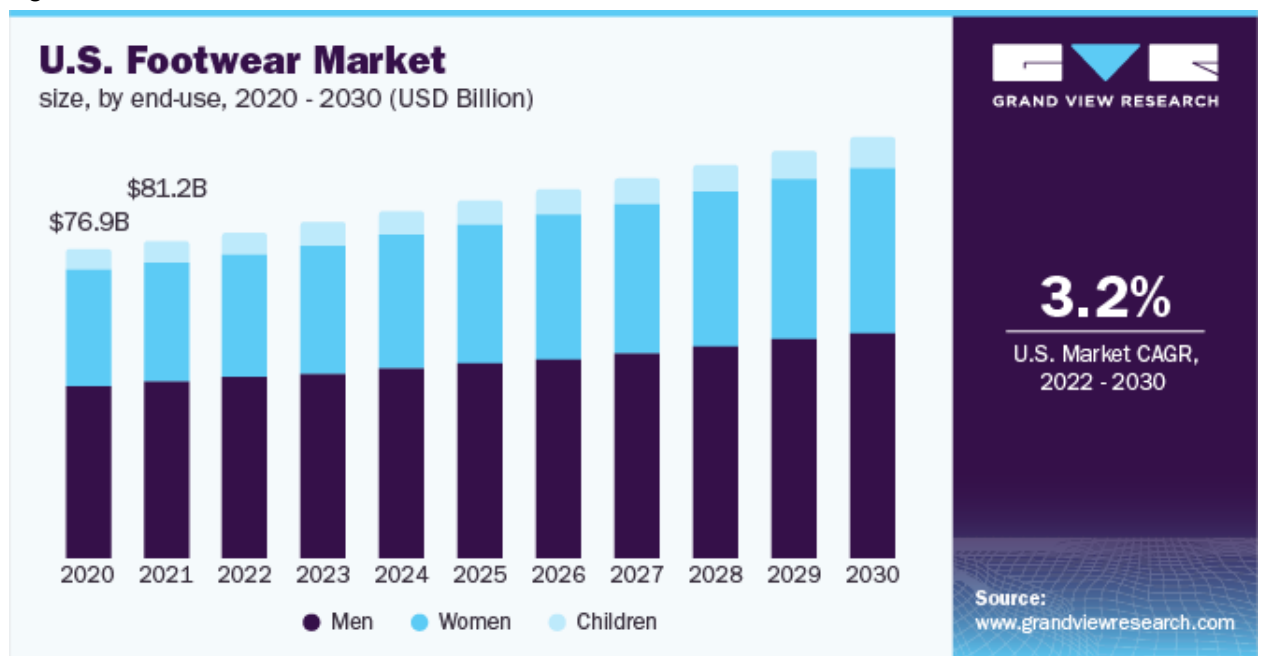
2. The gender of your ideal customer would also depend on the type of shoes you are selling. However, it is important to note that many shoe stores cater to both men and women.

Gender Breakdown of Popular Brands

Percent of Product Listings for Men and Women for Popular Brand

Rank	Brand	% Women	% Men
1	Skechers	62%	38%
2	ASICS	50%	50%
3	Converse	50%	50%
4	New Balance	43%	57%
5	K-Swiss	40%	60%
6	Reebok	36%	64%
7	Puma	36%	64%
8	Nike	34%	66%
9	Vans	33%	67%
10	Adidas	27%	73%

- The occupation of your ideal customer may vary depending on the type of shoes you are selling. For example, if you are selling work boots, your target audience may be people in construction or other labor-intensive jobs.
- The income range of your ideal customer will depend on the price point of the shoes you are selling. If you are selling high-end designer shoes, your target audience may have a higher income.



5. The interests and hobbies of your ideal customer may vary. For example, if you are selling hiking boots, your target audience may be interested in outdoor activities.
6. The lifestyle of your ideal customer will depend on the type of shoes you are selling. For example, if you are selling comfortable and casual shoes, your target audience may be people who prioritize comfort in their everyday life.
7. The values and beliefs of your ideal customer may vary. For example, if you are selling eco-friendly shoes, your target audience may value sustainability.



8. The pain points when it comes to buying shoes may include finding the right size, finding shoes that are comfortable, and finding shoes that fit their personal style.
9. The type of shoes that your ideal customer is interested in purchasing will depend on their personal preferences and needs. Some people may be looking for athletic shoes, while others may be looking for dress shoes.

10. The place where your ideal customer typically shops for shoes will vary. Some people may prefer to shop in-store, while others may prefer to shop online. Some may prefer to shop at big box stores, while others may prefer boutique shops.

