

# Target Market

## Chapter 5

## Unit 2

### Performance Objectives:

You will read and answer written questions about an article on niche marketing. You will use a chart to determine your target market/niche and the needs of your target market. You will describe how you will develop your products or services to meet the needs of your target market.

### Evaluation Criteria:

Successful completion of this chapter requires you to:

- ❖ Create a chart outlining your target market.
- ❖ Write a description of your target market.
- ❖ Read and answer questions about the “Niche Market Report” online article.
- ❖ Write a description of how you will define a niche for your products or services.

## Who Is My Target Market?

If you own a small piano tuning business, your most likely customers (*your target market*) would obviously be people who own pianos. If you own an Italian restaurant, your target market would be people who eat out and enjoy Italian food.

Your target market is simply the group of people who are most likely to be your customers. It is very important to know as much as possible about your target market. The more you know about their buying habits and preferences, the more likely you are to be able to give them what they want and need. Having a clear picture of who these people are is the first step in researching your market.

### Task 1: Customer Profile

Read through the chart below and fill in as much information as you can about the potential customers for your own business.

#### Customer Profile:

Product	Demographic Characteristics	Geographic Characteristics	Psychographic Characteristics	Behavioral Characteristics
Features/ Benefits	Age? Sex? Income? Profession? Marital Status? Education Level? Family Size?	Where do they live?	Why do they buy certain products?  Spending habits?	When do they buy?  Where do they buy?  How frequently do they buy?
<b>Ex:</b> Skateboard/ Bike shop – bright lights, loud music	11-18 yr old boys	Neighboring suburbs	Commercials, peer pressure, status	Pay cash, become loyal customers, like to be treated as adults

## **Task 2: Describing Your Target Market**

Write a statement below that describes, in detail, your target market.

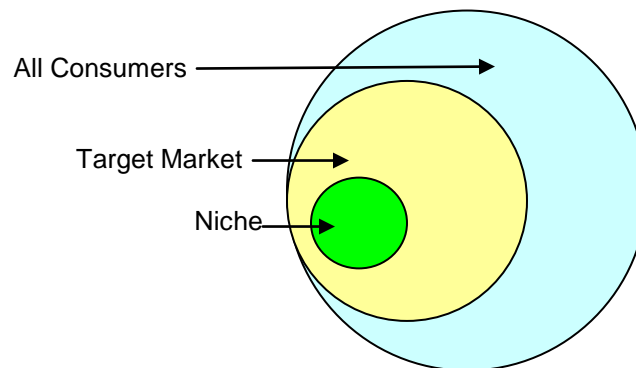
## What is a Niche?

A niche is similar to target market. The terms are sometimes used interchangeably. The way we use the term “niche” is to refer to a very specific group of customers. The concept is best explained through example:

EX: You own a piano tuning business. Your target market is people who own pianos. Your niche market might be people with antique Beckstein pianos (if enough of these exist in your city).

Or, if you own an Italian restaurant, your target market is people who eat out. If you serve Italian meals prepared in a strictly Kosher style, your niche markets are Jewish people who like Italian food, and Italian Jews.

Think of niche as a subset of target market, as illustrated by this diagram.



### Task 3: Finding Your Own Niche Market

Click on the following links to the articles [Finding Your Own Niche Market](#)<sup>1</sup>, and [Specifically Speaking](#)<sup>2</sup>. Answer the questions below.

#### According to the author of “Finding Your Own Niche Market”

1. What is a niche market?
  
  
  
  
  
  
  
  
  
  
2. Why is defining your niche market important?

<sup>1</sup>Finding Your Own Niche Market: <http://www.theinternetdigest.net/articles/niche-marketing.html>

<sup>2</sup>Specifically Speaking: <http://www03.entrepreneur.com/magazine/entrepreneur/2000/july/29556.html>

3. Give an example of a niche market:

4. How does the author suggest you find your niche market?

#### **Task 4: Defining Your Niche**

Think about how you might define a specific niche for your products or services. Write your thoughts below.

### **Task 5: Summarizing Your Target Market**

Create a Microsoft® Word document which summarizes what you have learned about your target and niche markets' needs.