Aspire3: Target Market Research Name \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_Period \_\_\_\_

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| **Step 1: Identify your target market demographic** |
| Age | Gender |
| Income | Education Level |
| **Step 2: Determine the values and lifestyle of your target audience** |
| What does your target market value most? |
| Where might they gather most of their information? Be specific. |
| **Step 3: How do you want your target market to interact with your product / service?** |
| How will they benefit from your product or service? |
| Provide a counter argument: What might your target market dislike about your product or service?  |
| Is this a product or service that fills a need? Is this an essential need or a luxury? |