Student Name \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Activity 2.2

Choose a product: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

* Describe who the customers in the target market.
* Include the customers:
  + age
  + gender
  + race or ethnicity
  + educational level
  + geographic location
  + income and occupation.