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.