



## LESSON 7: CASE STUDY TARGET MARKET

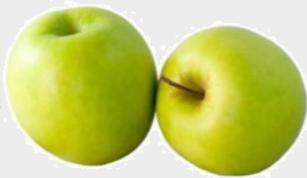
**Essential Question: How can our social enterprise best serve the community?**

**Objectives – Students will:**

- Explain how businesses develop target markets.
- Analyze and evaluate the target market of their selected case study.
- Identify benefits and challenges of developing a target market.

**Launch:** Look at the pictures below. Write descriptions or traits about the people you think would purchase the product that is being shown. Be as descriptive as you can and be prepared to share your reasoning.

Ex: Apple - health-conscious, parent, etc. There are no right or wrong answers.



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**STEP 1. Vocabulary – Review the definitions. In the space provided, write examples or reword the definition in a way that makes the most sense to you.**

**Consumer:** Someone who purchases products or services for personal use.

**Target Market:** A group of consumers that businesses aim their products or services toward.



**Demographic:** Objective social, personal, and economic facts about people.

**Psychographic:** Personal traits, attitudes, opinions, interests, hobbies, habits, and values.

**Geographic:** Where someone lives—city, country, region, or rural, suburban, urban.

**STEP 2.** Consider the following situation and respond to the prompts.

1. You are planning a birthday party for someone in your family or community. What supplies should you buy?

[Dotted-line response box for question 1]

2. Who is the consumer? .....

3. Describe the target market.

[Dotted-line response box for question 3]





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**STEP 3.** Look at each category that companies use to target their products and services. As a group, try to determine who your target market is for your case study. Remember to think about who is buying this product or service.

CATEGORY	ATTRIBUTES OF THE TARGET BUYER
<p><b>Demographic:</b> Objective social, personal, and economic facts about people.</p>	Age:
	Race:
	Gender:
	Occupation:
	Education:
	Income:
<p><b>Psychographic:</b> Personal traits, attitudes, opinions, interests, hobbies, habits, and values.</p>	Attitude about life:
	Opinion about healthy foods:
	Hobbies or interests:
	Personality:
<p><b>Geographic:</b> Where someone lives—city, country, region, or rural, suburban, urban.</p>	Neighborhood:
	Other details about where your buyer lives that are important:

**STEP 4.** Select one member of your group to present your case study for 1-2 minutes.

1. The name of your case study.
2. The problem that it solves.
3. Details about your target market: demographics, psychographics, and geographics.



**Student Reflection:** In the space provided, consider:

1. What are some benefits and challenges related to identifying a target market?
2. What could a business gain by narrowing its market or focus?
3. What might be some drawbacks or risks associated with this process?

