

Worksheet #6 – My Customer

After you have completed the research on your customer, use your responses to describe your customer.

Example:

"My customer is a male or female over the age of sixty-five. He/she lives in the Comox Valley, lives alone, is tired of cooking or can't cook and has the disposable income to have prepared meals delivered to their home. Enjoys foods that tastes home-cooked. He or she is willing to pay \$5.00 to \$12.00 for an entree."

My customer is:

When completed, add to the Marketing Section of your business plan.