

Worksheet #8 – My Target Market

My customer is...

To quantify my target market I need to know...

I can find this information...

Market Share

My market area is: _____

Number of potential customers within my market area: _____

Quantity and dollar value of comparable products begin old in the market"

Quantity _____

Value \$ _____

The market is: growing stable mature (declining).

Comments:

I can capture some of the market share by:

My market share is : _____%

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