

GROWING YOUR OWN BUSINESS: A WORKBOOK

EXERCISE 3.12

YOUR CUSTOMERS

Your customers/target groups:	Current	Planned
Who are they?		
Which are the most promising?		
Where are they located?		
How do they spend their time?		
How do they spend their money?		
Where do they spend their money?		
How are they organised?		
Where do they socialise?		
What issues are important to them?		

Your customers/target groups:	Current	Planned
What do they read?		
What do they watch on TV?		
What do they listen to on radio?		
Who forms their opinions?		
Where do they buy products/services similar to yours?		