

Customer Profile

The principal players in the marketplace are the supplier and the customer. To understand the market, you must analyze your customers. This is especially true of the new business environment in which the market belongs to the customer.

Present a series of customer profiles that describes their main characteristics, the cost to the customer and the purchasing process. The different types of customers are: the general public, business and tourists.

The General Public

The profile of the general public should take a close look at the customer's age, profession, marital status, income level, health and proximity to the service. The analysis should also focus on the purchasing process and other main characteristics that affect your service in the overall market and in the immediate vicinity.

Business

In addition to the above items, the profile of the business customer should portray the companies and number of employees in the local area. The profile should also discuss the purchasing process and other factors relevant to the business customer.

Tourists

In some areas, tourism represents the lion's share of the retail business. The special factors to consider in the tourist profile are the average length of stay, proximity to hotels, major attractions and tourist publications. The profile should also consider the purchasing process and opportunities for group sales.