

Target Markets

1. Choose the words you think are most appropriate for each product.

- a. This product's target market is.... ...people.




- b. This product's target market is.... ...people

- c. This product's target market is.... ...people

- d. This product's target market is.... ...people







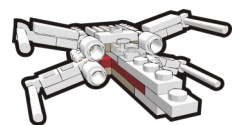



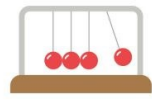

- e. This product's target market is.... ...people

2. Who do you think is the target market for these products?

	This product is for people who...
Electronic dictionary	
	This product is for people who...
Waterproof boots	
	This product is for...
Diamond ring	

Let's Start a Business: Target Markets

3. Which products are being described?

	<p>This product is for active, adventurous people. It is for people who enjoy the ocean, swimming, and fishing.</p> <div style="display: flex; justify-content: space-around; align-items: center;"> <div style="text-align: center;">  <p>Yacht</p> </div> <div style="text-align: center;">  <p>Sports car</p> </div> <div style="text-align: center;">  <p>Smartphone</p> </div> </div>
	<p>This product is for young children and teenagers. It is also for people who like models, science fiction and <i>Star Wars</i>.</p> <div style="display: flex; justify-content: space-around; align-items: center;"> <div style="text-align: center;">  <p>Headphones</p> </div> <div style="text-align: center;">  <p>Toy spaceship</p> </div> <div style="text-align: center;">  <p>Telescope</p> </div> </div>
	<p>This product is for all ages. It is for people who enjoy videogames. It can also be used for treating stress and anxiety, for education, and for training purposes.</p> <div style="display: flex; justify-content: space-around; align-items: center;"> <div style="text-align: center;">  <p>VR goggles</p> </div> <div style="text-align: center;">  <p>Newton's cradle</p> </div> <div style="text-align: center;">  <p>Tricycle</p> </div> </div>

4. Choose a product. What is the product's **target market**?
