

Target Markets - post-study

1. Complete the sentences with the adjectives in the box below.

- a. Someone who is active and likes sports and exercise is...
- b. Someone who follows trends in clothing and style is...
- c. Someone with a high income and plenty of money is...
- d. Someone who has lived a long time is...
- e. Someone who likes to takes risks and have new experiences is...

fashionable elderly sporty adventurous wealthy

2. Who is the target market for...



a. ... a tablet computer?



b. ... vitamin supplements?



c. ... Pokémon goods?

3. What target market are **you** in?

e.g. *I am a young, sporty person who likes new technology.*
