Target Market Data Worksheet

List your target market options at the top. Complete each column with information on your potential targets. Review this information with your SCORE mentor to get advice on selecting target markets for your business.

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|  | **Target Market 1** | **Target Market 2** | **Target Market 3** | **Target Market 4** |
|  |  |  |  |
| **Distribution Channel** |  |  |  |  |
| **Key Demographics** |  |  |  |  |
| **Income/ Spending Habits** |  |  |  |  |
| **Market Size and Share** |  |  |  |  |
| **Location** |  |  |  |  |