



Planning a new venture – Identifying the new venture opportunity

Domestic markets checklist

Use this sheet if you are selling to domestic or consumer markets (B2C)

Checklist			
<i>Domestic markets: target customers</i>			
<i>Sex</i>	Male <input type="checkbox"/>	Female <input type="checkbox"/>	
<i>Age group</i>	Under 15	<input type="checkbox"/>	
	15–25	<input type="checkbox"/>	
	25–40	<input type="checkbox"/>	
	40–65	<input type="checkbox"/>	
	Over 65	<input type="checkbox"/>	
<i>Type of employment</i>			
Managerial <input type="checkbox"/>	Manual	<input type="checkbox"/>	Office/Clerical <input type="checkbox"/>
Housewife <input type="checkbox"/>	Self-employed	<input type="checkbox"/>	Retired <input type="checkbox"/>
Other (specify) _____			
<i>General</i>			
Income range _____			
Householder or rented accommodation _____			
Area of residence _____			
Lifestyle/personality type _____			
Interests and hobbies _____			
Socio-economic grouping _____			
<i>Benefits target customer seeks</i>		<i>Existing product or</i>	

<i>from my product or service</i>	<i>service provision*</i>
1 _____	<input type="checkbox"/>
2 _____	<input type="checkbox"/>
3 _____	<input type="checkbox"/>
4 _____	<input type="checkbox"/>
5 _____	<input type="checkbox"/>

*For each benefit stated, how do you rate existing products or services available to the target customer? Use a scale of 0 to 10 where 0 = benefit not provided and 10 = benefit fully provided.