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| 1. | Profitability: what is their budget?  What is their repeat purchasing potential? |  |
| 2. | What marketing channels are best for reaching this segment? |  |
| 3. | How and where do these people get information to inform their purchasing decisions? |  |
| 4. | Length of sales cycle |  |
| 5. | How easy is it to reach these customers? |  |
| 6. | What key benefits do you offer these customers? |  |
| 7. | How do they currently solve their problems? What products or services do they use at the moment? |  |
| 8. | What is the depth of their pain and frustration? |  |
| 9. | What problems do they have to solve? |  |
| 10. | Target customer group / target segment / ideal customer |  |

Target Market Analysis Template