

Target Market Identification Template

1. Product/Service Overview

Briefly describe your product or service:

Enter product/service description...

2. Market Segmentation

Identify your potential market segments:

Segment Name	Description	Estimated Size
e.g., Small Businesses	Describe this segment	e.g., 5,000

3. Target Market Profile

Demographics:

Age, gender, income, education, etc.

Psychographics:

Lifestyle, values, interests, attitudes, etc.

Geographics:

Location: country, city, region, etc.

4. Customer Needs & Pain Points

What are the key needs and challenges of your target market?

List customer needs and problems...

5. Ideal Customer Persona

Describe your ideal customer (persona):

Create a detailed customer persona...

6. Market Validation

How have you validated the demand for your product/service within this target market?

Surveys, interviews, competitor analysis, etc.