**Year 10 Accounting - Marketing Tasks**

**Target market**

1. Explain the problem you are solving for your customers.
2. In the space below, create a mind map of ALL potential customers’ characteristics
3. Using a legend, categorise these characteristics as geographic, demographic, psychographic and behavioural
4. Of these, who would you like to target your product / service to?
5. Why?

**Mission statement**

1. What are your goals as a company?
2. What you do?
3. Why you do it?
4. What problem you are solving for your customers
5. Summary

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**Place**

|  |  |
| --- | --- |
| **Question** | **Comment** |
| **Will you sell your product / service online or face to face?** |  |
| **If you sell it face to face where is your main customer base?** |  |
| **Do you need a building?** |  |
| **How will you use this (shop, factory, office)?** |  |
| **What size building do you need?** |  |
| **Where should you locate this building?** |  |
| **What is the rent per annum?** |  |

Draw the layout of your building