**Grow’s Target Market Analysis Template**

| **TARGET MARKET ANALYSIS TEMPLATE** | | |
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| 1. | **Profitability:**   1. What is their budget? 2. 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 now?** |  |
| 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** |  |