

Target Market Comparison

Score each factor from 1 being least true to 5 being most true. Add the total to the bottom use multiple pages to compare different target markets . The highest score wins.

Excess Income

(1) (2) (3) (4) (5)

High Number of Sales

(1) (2) (3) (4) (5)

Ease to Reach

(1) (2) (3) (4) (5)

Cost Per Customer

(1) (2) (3) (4) (5)

Need for Product or Service

(1) (2) (3) (4) (5)

Total

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MACKENZIE SCHERER, LLC