

Case study working template

Referring to the [case study](#), answer all the questions below

1. Who is the target market for this product?

2. Who is the decision maker and influencer?

3. What is the current practice of (target market) on allergy free snack purchasing decision and behaviour?

4. What makes them (target market) buy the product? (allergy free snack)

5. What is the role of consumer's lifestyle on buying behaviour and decision process?

6. When is the most appropriate time/situation of the target market to purchase the allergy free snack?

7. How do they buy the allergy free snack?

8. If you are considering manufacturing an allergy free snack, what are the most influential factors (the marketing factors) to motivate them (target market) to purchase your product?

Once finish, submit this form [here](#)