

Market Research Template

Who exactly are we talking to? Cultural couture clothes business

Men or Women?

Women.

- Approximate Age range?

20-50

- Geographical location?

Morocco, French

Desirable Dream State

They want to look unique and elegant by :

They want to wear a high quality clothes and feel wealthy

They probably want to wear it for some event or wedding etc

They want other people to see them wearing it

They want to feel special

Who they want to impress :

Maybe they want to look more beautiful for the other gender

Avatar



Name : Sara

Background details:

Age : 27

She has a lot of female friends

She is a women who love cultural music, summer, style, nails, makeup, and she is either overweight or skinny and she is has a low level of confidence and she is trying her best to look

More beautiful and she want to feel special, she woke up in the morning and she says to herself in the mirror (U r strong, U r capable, U r beautiful,) to motivate herself and feel better because her biggest fear is not looking good enough.