

Hit Your Target

Instructions

Before a business can effectively create and implement a marketing plan, it must first determine its target market. No matter how amazing the product, good, or service may be, not everyone is a potential customer! In this assignment you will consider a new product and then define the market you would target with your marketing efforts.

1. Select one of the following products, goods, or services as the basis for your written assignment:
 - a. Glow-in-the-Dark Toilet Paper: A practical product that illuminates the bathroom, making nighttime trips to the toilet easier and fun.
 - b. Pet Translator Device: A device that accurately translates vocalizations and movements of your beloved cats and dogs into human language.
 - c. Virtual Reality Cooking Simulator: An immersive virtual reality experience that allows aspiring chefs to practice their culinary skills in a simulated kitchen environment, providing cooking challenges, and gourmet ingredients. Realistic smells included!
 - d. Pizza Box That Converts into Plates: A pizza box that can be easily transformed into individual serving plates, eliminating the need for dishes and making pizza parties more convenient.
 - e. Smart Mirror: A smart mirror that displays important tasks and appointments as well as positive affirmations and motivational quotes while users get ready, setting up a positive mindset for the day.
2. For the product or service you chose, prepare a Target Market Report that includes the following information:
 - a. Identify the customer need(s) that the product/service addresses. This should include who the product/service is designed for, the unique features of the product/service, and who you would want your customers to be.
 - b. Separate the large market you identified into smaller segments. After creating these smaller subgroups, determine which ones you believe would be the most profitable or productive to target.

- c. Create a profile of your target segments as described in your text.
- d. Now that you have identified a market segment to target, is it large enough to sustain the product/service in both the long and short term? You may want to look at demographic information from your state or federal databases, such as the [United States Census Bureau](#).

Rubric

	Excellent	Good	Fair	Inadequate
Writing and Communication	Superior grammar, structure and organization with no typos	Good grammar, structure, and organization with few typos	Poor grammar and/or some typos resulting in weak communication	Lack of clarity, grammar is confusing, and/or many typos resulting in poor presentation of thinking
Understanding	Submission is comprehensive and detailed	Submission is relevant but not comprehensive	Demonstrates limited or superficial understanding of the concepts underlying the assignment	Demonstrates no or minimal awareness of the concepts underlying the assignment
Application and Analysis	Demonstrates outstanding ability to synthesize concepts, relates theory to practice, and uses a wide range of supporting evidence	Demonstrates the ability to analyze and synthesize, making use of relevant supporting evidence	Demonstrates limited analysis and some use of supporting evidence	Does not use critical analysis and/or fails to use supporting evidence

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