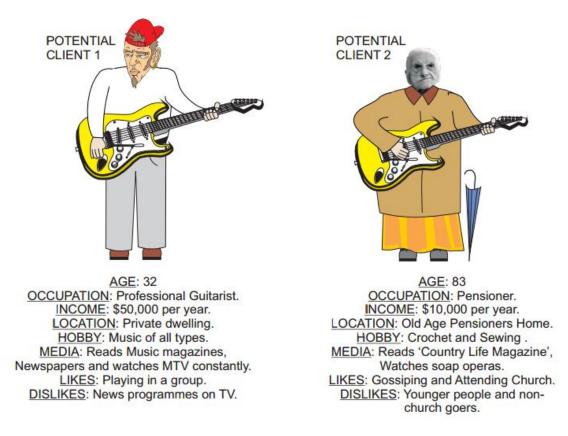A customer profile is an outline of the type of customer likely to purchase your product. Most companies / businesses constantly update the profile of their customers. A customer profile may vary from one product to another.

Developing a customer profile will help you target your advertising and marketing and is an essential analysis tool. This will cut your advertising costs and allow you to concentrate on real potential customers rather than too wide a range of people. Concentrating on potential customers will save you time and money.

Exercise n°1

A customer profile is an outline of the type of customer likely to purchase your product. Most companies / businesses constantly update the profile of their customers. A customer profile may vary from one product to another. Developing a customer profile will help you target your advertising and marketing and is an essential analysis tool. This will cut your advertising costs and allow you to concentrate on real potential customers rather than too wide a range of people. Concentrating on potential customers will save you time and money.

POTENTIAL CLIENT 1

AGE: 32
OCCUPATION: Professional Guitarist.
INCOME: $50,000 per year.
LOCATION: Private dwelling.
HOBBY: Music of all types.
MEDIA: Reads Music magazines, Newspapers and watches MTV constantly.
LIKES: Playing in a group.
DISLIKES: News programmes on TV.

POTENTIAL CLIENT 2

AGE: 83
OCCUPATION: Pensioner.
INCOME: $10,000 per year.
LOCATION: Old Age Pensioners Home.
HOBBY: Crochet and Sewing .
MEDIA: Reads 'Country Life Magazine', Watches soap operas.
LIKES: Gossiping and Attending Church.
DISLIKES: Younger people and non-church goers.

a) Who is likely to be interested in purchasing a new, specialist electric guitar?
b) Why is your selected person more likely to buy the guitar?
c) Is it worth the cost, time and effort marketing the new guitar to the other person? Explain your answer.

	Customer profile	

Exercise n°2

The mobile phone shown below has a vast range of functions including: voice recorder, data storage, text messaging, internet connection, media player (music and video), blue tooth, FM radio, word processor, spreadsheet function and many more.

Create a customer profile that outlines the type of person you think is likely to purchase this type of mobile phone. For each point of your profile write a brief explanation.

Age:
Occupation:
Income:
Location:
Hobby:
Media:
Likes:
Dislikes:

Exercise n°3

Create a customer profile that outlines the type of person you think is likely to purchase the product you are designing for your project. For each point of your profile write a brief explanation.