

Understanding Target Markets

Name:

To develop effective relationship marketing, a company must first understand its targeted consumers' buying influences and behaviors. This week's assignment is the first part of the development of a marketing plan. It provides the foundation of the marketing plan and introduces the student to a variety of diagrammatic tools for understanding a business**.** To develop effective relationship marketing, a company must first understand its targeted consumers' buying influences and behaviors. Create the research section of your plan.

The answer should be 100 words for each box

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|  |  | Answer |
| **Research of Topic** | Primary Research |  |
| Secondary Research |  |
| Consumer Analysis |  |
| Customer Profile |  |
| Continuous Consumer |  |
| Monitoring & Research |  |
| Environmental Scanning |  |
| Identify Market, Economic, Technological, Regulatory, Legal, Social, and Ecological Forces |  |
| Current Opportunities |  |
| Potential Future |  |
| Opportunities |  |
| Current Threats |  |
| Potential Future Threat |  |
| **Target Markets** | Provide an overview of the demographics (age, income, family members, and birthdays) |  |
| Provide an overview of psychographics (activities, interests, and opinions) analysis. |  |
|  | References: |  |