**Assignment 2: Target Market Segment**

Who is your target market? In a one page paper, develop a full target market segment for your business plan. Remember, you will take feedback from all submitted portions of your plan, revise, and then submit the final business plan in Week 9.

Write a one (1) page paper in which you:

1. State your primary target market segment, and discuss three reasons for your selection.
2. State your secondary target market segment, and discuss three reasons for your selection.
3. Format your assignment according to the following formatting requirements:
   1. Typed, double spaced, using Times New Roman font (size 12), with one-inch margins on all sides.
   2. Include a cover page containing the title of the assignment, the student’s name, the professor’s name, the course title, and the date. The cover page is not included in the required page length.

The specific course learning outcomes associated with this assignment are:

* Examine the process of developing a business plan and setting up the company.
* Analyze the market, customers, and competition of entrepreneurs.
* Use technology and information resources to research issues in entrepreneurship.
* Write clearly and concisely about entrepreneurship using proper writing mechanics.