

2. Assess and prioritize your customer segments according to the criteria revenue potential, market structure and your own capacity.

	Revenue potential	Market structure	Your own capacity	Priority
Customer segment 1:				
Customer segment 2:				
Customer segment 3:				
Customer segment 4:				

5. Additional customer characteristics

Age:

Gender:

Location:

Occupation:

Marital status:

Children:

Values and beliefs:

News sources he/she uses:

Where does he/she shop?

Where does he/she work?

Where does he/she spend his/her spare time?

Does he/she have a car?
