

Segmentation & Consumer Profiling

Using your knowledge of “consumer profiling”, try to define a profile or target market for each of the following. Use the following table to complete your analysis:

Mercedes Benz	Giant Tiger	St. Jacob’s Schoolhouse Theatre	Food Basics Grocery store
Pampers Diapers	Skateboarding Magazine	McDonalds	91.5 The Beat

Company:		
Profile Category	Profile Group	Targeted Consumer
Demographics	Age	
	Gender	
	Income	
	Family Life Cycle	
	Culture	
Psychographics	How do they think ?? (ie - Lifestyle / Values / What’s important to customer)	
Geographics	Where do they live ?? (ie – Country / City / Urban / Suburban)	