

B2C Customer Profile



Name

generic name for customer type

Description

who are your potential customers - general description

Demographic

Age *how old* Gender *male / female*

Marital Status *married/single/divorced/etc* Household Size *how many people in house*

Occupation *job* Employment Status *employed/retired/student/etc*

Education Level *GCE's/A-level/Degree/training* Income Bracket *between £x and £xx*

Location *Geographic area of work and home*

Psychographic

Values *cultural beliefs*

Hobbies *spare time activities*

Desires *where they want to be in life - how they see their position in life*

Interests *likes/dislikes type of media read*

What are the general likes/dislikes of potential customers?

eg. it would not suit everyone if you only sold coffee with milk and sugar. Product options to suit the most common likes of existing and potential customers

What makes your product more suitable to potential customers than that of competitors?

price - quality - lead times - ease of use - ease of ordering - after sales service - location

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What are the most common design requirements shared by potential customers?

common ground shared by existing and potential customers in relationship to your product/service. do they buy on price - quality - lead times - ease of use - ease of ordering

What factors are potential customers likely to consider before purchasing your product?

price, delivery times, longevity, prestige, upcoming promotion, guarantees and backup service, do you offer an out of hours tech support

What do customers value from your company, products or services?

features and benefits to the customer

How will potential customers find out about the product you are selling?

word of mouth, walk in, printed media, virtual media

What have previous customers said about your company/product?

use this information to tailor the efforts to your most profitable product/service and tailor marketing channels to best match that customer type

Does the cost of your product influence a customers decision to buy from you?

yes/no - how and how much

List all the ways in which contact can be made with your potential customers.

internet, trade publications, TV, radio, leaflet drop, local national papers, social-media, digital media screens, word of mouth