

TARGET MARKET PROFILE



NAME AGE

LOCATION

living arrangements

INCOME

*favourites: movies,
music AND munchies*

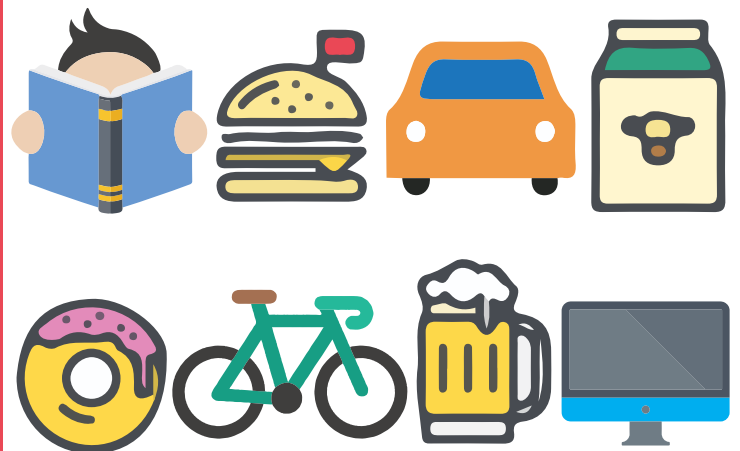
LITERATURE: BOOKS, MAGS & PAPERS

SOCIAL MEDIA: BLOGS,
HANDLES & RELEVANCE

METHOD OF TRANSPORTATION

HANGOUTS &
SHOPPING HABITS

LIFESTYLE HABITS



MORALS & VALUES



PERSONAL VALUES

CAREER GOALS

CLOTHING VALUES: PRICE, BRAND,
QUALITY, CONVENIENCE, LONGEVITY,

innovator or laggard

FASHION LEADER OR
FASHION FOLLOWER