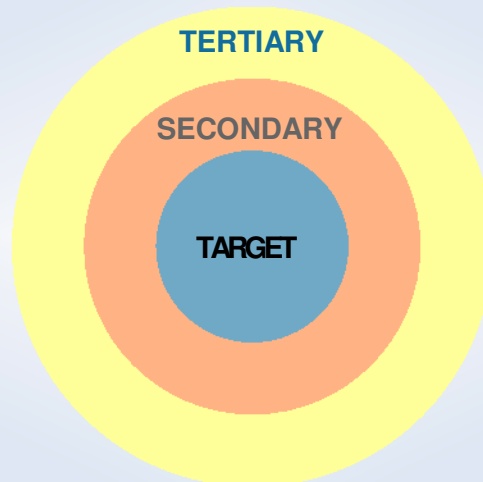


Even more importantly, what is their future buying intent and if they intend to continue to buy from you—why? You want to make sure that what you do well appeals to their core needs.

Finally, determine the future prospects of this group. Do they belong to a growing segment of the market or not? Just because they are your best customers today does not guarantee they always will be.

Most companies find it difficult to select only one target. The focus of a clear target is an important strategic decision that reinforces that you know what you do. Having said that you may also have secondary and tertiary targets. Targeting isn't black and white but shades of gray—but it does have a bulls-eye.

## Target Audience



An airline like Southwest targets families on a budget, but they also appeal to economy-minded business people. The key is that their strategic position—value pricing—is appreciated by those that fly with them and those passengers are generally willing to make the trade-offs required to obtain the value. The strategic position is designed to appeal to your target, but others might find it appealing as well (and they become the secondary or tertiary target groups).