

WRITING TEMPLATE

Your product choice is: “healthy” carob (chocolate substitute) bars

Last saved 16 hours ago

Edit Response

RESPONSE BOARD

What resources look to be the most helpful for finding information about the target market for the new Chocolate Bliss product?

Saved moments ago.

Post

Based on your research, identify the target market for the new Chocolate Bliss product.

WRITING TEMPLATE

Define the target market for your chosen product with a broad description, such as “middle-aged women with school-aged children” or “30-something athletes.”

B /

Type your response here.

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Add to Module Two Milestone

*To complete this template, you must click the “Add to Module Two Milestone” button.
If the button cannot be clicked, make sure you have responded to the prompt.*

Based on your research, describe the demographic characteristics of the target market for the new Chocolate Bliss product.

WRITING TEMPLATE

List the following demographic characteristics for the target market: age, gender, occupation, level of education, income level, marital status, and number and age range of children.

B / ☰

Type your response here.

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Based on your research, describe the psychographic characteristics of the target market for the new Chocolate Bliss product.

WRITING TEMPLATE

List the following psychographic characteristics for the target market: hobbies and interests, wants, current product-related buying behavior, goals, product-related preferences, shopping preferences, and lifestyle.

B / ☰

Type your response here.

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Use this template to record the sources you used to conduct your research on the target market for the new Chocolate Bliss product.

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List your research sources using APA Style. A hanging indent will automatically be applied to your reference list when you download your work as a Word document.

B /

Type your references here.

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