**POTENTIAL CUSTOMER PROFILE SHEET**

1. Describe the type of person who could be your typical customer:
2. What is the age range of potential customers?
3. Are the potential customers likely to be male or female, or does gender actually matter?
4. What is the geographical location of potential customers?
5. What are the most likely occupations of potential customers?
6. What are examples of likes/dislikes of potential customers?
7. What would a typical customer want or expect from your food product?
8. What would make potential customers buy your food product rather than alternatives?
9. What factors are your potential customers likely to consider before purchasing your food product?
10. What would your customers value about your company, food product and services?
11. How would potential customers find out about your food product?
12. List the ways in which contact would be made with your potential customers: