Marketing Information 

Target Market: A group of people who are most likely to become your customers

What is your target market?

**Product**

How is it useful?

What features does it have?

How can it be upgraded/improved over time?

What makes it unique and separates it from the generic?

How is it beneficial to the customer?

**Place**

How will the customer get the product (Internet, stores, etc.?)

If sold in stores, which ones?

What mode of transportation will be used/needed to get it to the store/customer? (adds to cost)

**Price**

Is the customer willing and able to pay the price you are asking?

How does your price compare to your competition?

How much profit will you make per unit?

**Promotion**

How will your advertise your product (billboards, social media, magazine ads, salespeople, free samples, etc.?)