

# YOUNG ENTREPRENEURSHIP

## Module C: MARKET SEGMENT (CONSUMER TARGET GROUP)

By



Example of a market segment for a business selling coffee and snacks on the go.

Young men, aged 28-35, working in the centre of a large city, their residence is located in different regions of the city, approximately up to one hour away from their place of work.

They are not married, they live alone, their profession is employees in companies with qualified scientific staff (accountants, lawyers, engineers, salespeople). Their income is around 1,000 euros.

They expect a lift in their professional life. They frequent places visited by businessmen or business executives. They take care of their appearance. They exercise and watch their diet.

They drink coffee twice a day and maybe a juice in between.

70% of them pay rent for a home, 20% live with their parents, 10% live in their own home.

Every day they buy coffee or other beverages from a store.

70% prepare a snack from home and the rest buy it from a store.