

TARGET CUSTOMER

**LOBSTER ON A
CHEESE PLATE**

DEMOGRAPHICS

Gender:

Age/LS:

Occupation:

Income:

Education:

Marital Status:

Family Size:

Religion:

Ethnicity:

Location:

Other:

PSYCHOGRAPHICS

Habits:

Interests & Hobbies:

Lifestyle:

Objections & Fears:

Values:

Challenges:

Goals:

Personality Traits:

BRANDS

SOURCES OF INFO:

(books, magazines, blogs, websites, etc.)