Target Market Comparison Worksheet

Compare target markets by using the criteria outlined below. Use a + as a strength or positive, 0 as neutral factor, and – as a weakness or negative. Feel free to include details for each response. Total the number of +, 0, and – for each column and mark the greatest symbol in the final row. Review this with your SCORE Mentor.

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| --- | --- | --- | --- | --- |
|  | **Target Market 1** | **Target Market 2** | **Target Market 3** | **Target Market 4** |
|  |  |  |  |
| **Need for Product/ Service** |  |  |  |  |
| **Profitability** |  |  |  |  |
| **Anticipated Sales** |  |  |  |  |
| **Preferred Sales Channels** |  |  |  |  |
| **Channel Conflicts** |  |  |  |  |
| **Competition** |  |  |  |  |
| **Fits Me**  (Brand, Needs or Goals) |  |  |  |  |
| **Ideal Target Market?** |  |  |  |  |