

# Determining the Primary Target Market

Customer/ Services Framework

		THE VARIOUS PRODUCT OR SERVICE SEGMENTS YOU SELL				
		PRODUCTS/SERVICES				
		Step 2 →				
THE PEOPLE YOU SELL TO	Step 1 ↓					

**Step 1:**  
Break your business customers into groups - types of customers - down the left hand side.

**Step 2:**  
Break your business products and/ or services into groups across the top.

**Step 3:**  
Based on your business Vision, estimate what each cell will contribute in revenue. (If you can retrieve figures, this can also be done based on past numbers.)

**Step 4:**  
The result will show which group is the Primary Target Market now and which groups have potential for growth. This, in turn, will allow you to target your marketing.