

# CHAPTER 6 Market Analysis

## SOFTWARE ACTIVITY

## Database Application

**OBJECTIVE:** Develop customer profile for a business.

Businesses can no longer be successful with the strategy of trying to be all things to all people—they must focus. Entrepreneurs must clearly define the type of customer they are trying to reach. Business owners should also routinely monitor their customers to determine if they are reaching their target market.

### Practice Situation

You are a storeowner who wishes to develop a profile of frequent shoppers. You have just started collecting data from your customers. During the first hour of surveying, twenty customers were interviewed, and their responses are recorded on the printout below. The following demographic data is reported:

- gender (M or F)
- age (A=Under 21, B=21–35, C=36–45, D=46–55, E=Over 55)
- zip code
- income range (A=Under \$25,000, B=\$25,000–\$45,000, C=Over \$45,000)
- family size

Customer	Gender of Respondent	Age group of respondent	Zip code	Income Range	Family Size
1	M	A	29204	A	1
2	M	A	29211	A	1
3	M	B	29204	A	2
4	M	B	29211	B	2
5	F	C	29208	B	3
6	F	E	29208	C	2
7	M	D	29204	C	4
8	F	D	29204	B	3
9	M	B	29211	B	1
10	M	B	29208	B	1
11	M	B	29204	B	1
12	F	C	29204	B	2
13	F	D	29211	C	2
14	F	E	29204	B	5
15	F	D	29204	C	3
16	M	A	29210	B	1
17	M	A	29208	A	1
18	M	E	29211	B	2
19	M	C	29211	C	2
20	M	B	29204	A	1