



Pitch your Vision JR.

Lesson 3

Target Market and Brand



JA
Central
Ontario

Member of
JA Canada

Business Model Canvas

Target Market

The most likely customer is:



Product

The business will sell:



Resources

To make the product, we will need:

Materials and supplies will come from:



Promotions

The business will be promoted by:

This will be effective because:



Team

This business is owned and operated by:

and will need support/advice from:



Locations

Sales will take place at:

because:



Expenses

The cost to produce one product will be:

Other expenses the business will have are:



Price

The price of one product will be:

This price was chosen because:



Profit

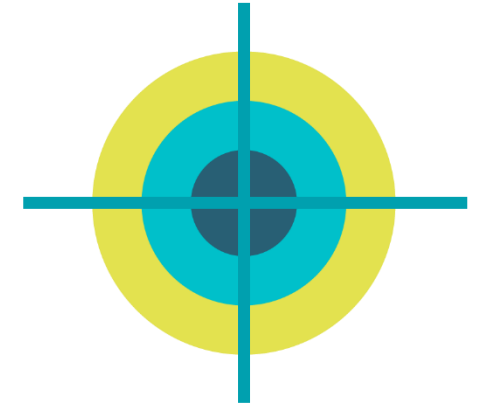
Profits from this business will be used to:



Helps the business owner:

- **Think** about what they need to do to succeed
- **Plan** enough time to prepare materials
- **See** if they will make money
- **Describe** the business to others

What is a Target Market?



Target Market:

- The group of people to which a business chooses to focus on selling their products or services
- Usually, the group of people who are most likely to be interested and buy.



Target Market – Lemonade Stand

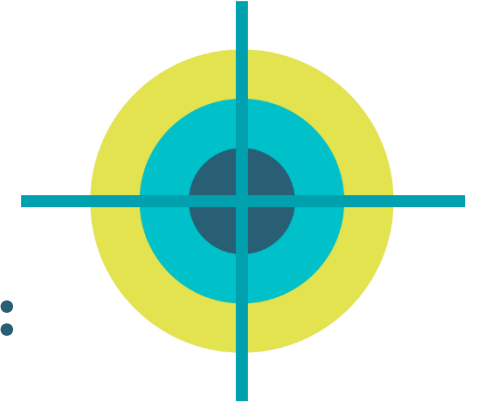


If you were opening a lemonade stand, who would likely buy your lemonade?

- Kids
- Parents
- Neighbors



Target Market



There are 4 main parts of a target market:



Age: How old are they? (kids, teens, adults, or seniors)



Location: Where do they live? (neighborhood, city, online)



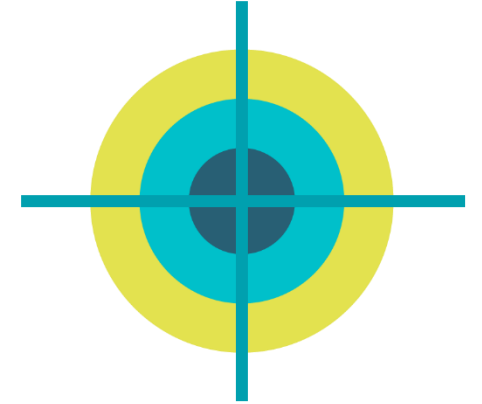
Interests: What do they like? (sports, video games, healthy food, etc.)



Needs: What problem do they have that your business solves?



Target Market



Answer the following questions for your product/ service idea:



Age: What **age group** will buy this?



Location: **Where** do they **live or shop**?



Interests: What are their **interests**? What do they like to do or what do they care about?



Needs: What **need or problem** does this solve?





Guess the Brand

Difficulty Level:

A Easy

A Challenging

A Expert



A



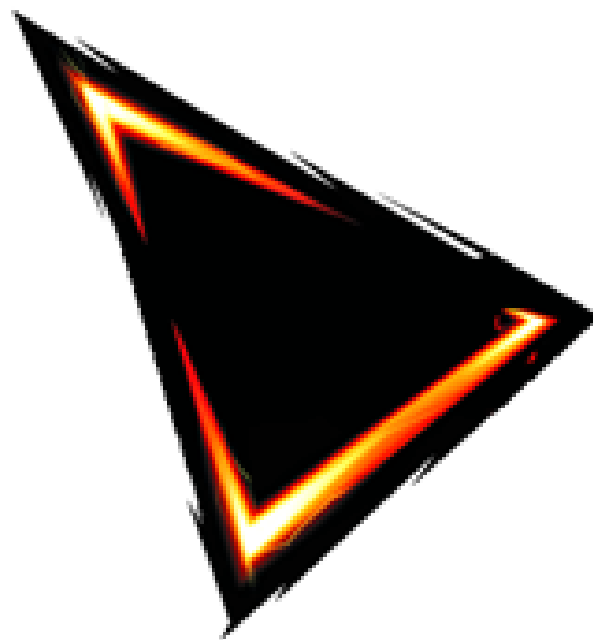
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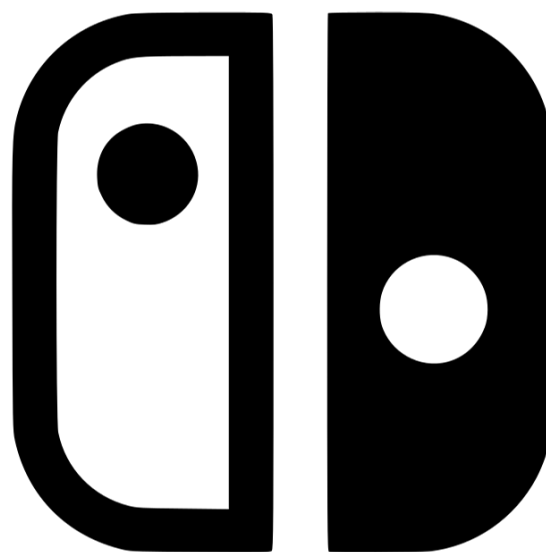
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Roots



A



A



N I N T E N D O
SWITCH



A



A

amazon

The Amazon logo, featuring the word "amazon" in a bold, black, sans-serif font. Below the text is a curved orange arrow that starts under the 'a' and points towards the 'n'.

A



A



PlayStation®



A



A



pepsi



A



A



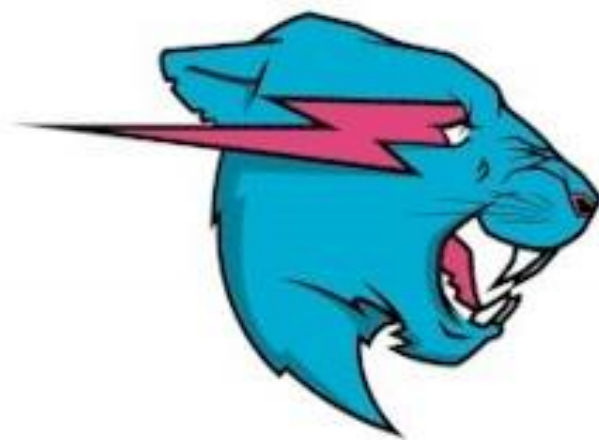
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MR BEAST



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TESLA



Branding

A brand is more than a logo. A brand is how people think and feel about something.



Which lemonade stand would you visit first and why?



Branding

Think of your favourite snack, toy, game, or clothing brand.

- What is the brand?
- What colours do you notice?
- How does it make people feel?
- What makes it memorable?



Reflections

1. What are the 4 main parts of a target market? Why is having a target market important to a business?
2. What did you learn about branding?

