

# 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 FSBDC Consultant.

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