

Target Market Statement

Product Name

Target Market – who is this product designed for?

Target market – are there any specific characteristics, including, customer vulnerability, that you should be aware of?

What are the key value elements of the product that are important for the target market?

What client need is met by this product?

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What client need is met by this product?

Can this product be sold without advice?

How can this product be sold?

How is value assessed?

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