***World of Business Target Markets***

A **target market** is a group of people that would be most likely to buy your product. Knowing and understanding who is part of your target market is essential when it comes to creating successful marketing campaigns.

Look at the different products listed below. Determine who your target market is for each product. Explain why you chose the target market for each.

1. New track shoe design
2. New sports car
3. New iPad
4. New high-energy sports drink
5. New hybrid seed corn
6. New type of martial arts
7. New fast food restaurant
8. New sit down restaurant
9. Trip to the Big 10 Basketball Tournament
10. New unlimited data cell phone plan