CUSTOMER PROFILES

Using the three companies you used in your customer loyalty assignment, make a customer profile for each company. You will segment by demographic, geographic, psychographic and behavior factors.

Company #1 \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Geographic

Demographic

Psychographic

Behavioral

Company #2 \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Geographic

Demographic

Psychographic

Behavioral

Company #3 \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Geographic

Demographic

Psychographic

Behavioral