

Venture: Entrepreneurial Expedition®

Planning and Building a Business



NAME _____

DATE _____

IMPORTANT VOCABULARY

TERM	DEFINITION
Consumer Profile	Identifying a target market segment helps find very specific information about a group of potential customers called a Consumer Profile.
Target Market Segment	Target Market is a specific group of customers in the broader target market who are most likely to buy a product or service.

CREATE A CONSUMER PROFILE – PART 1

INSTRUCTIONS

Complete with your teacher.

1. Who is the consumer?

Student at our school.

2. What is the age of our consumer?

3. What colors would represent our consumer?

4. What images would attract our consumer to our t-shirt?

5. What fabric and designs would appeal to your consumer?

6. What is the cost of the t-shirt?

CREATE A CONSUMER PROFILE – PART 2

INSTRUCTIONS

Complete with your group.

Who (Check your consumer): ☐ Teachers ☐ Parents ☐ Community Members

1. What is the age of our consumer?

2. What colors would best represent our consumer?

3. What images would attract our consumer to our t-shirt?

4. What fabric and designs would appeal to your consumer?

CREATE A CONSUMER PROFILE – PART 3 (CLOSING)

INSTRUCTIONS

Complete on your own.

1. How did the consumer profile influence your t-shirt design?

2. Why is identifying your Consumer Profile important to becoming an entrepreneur?

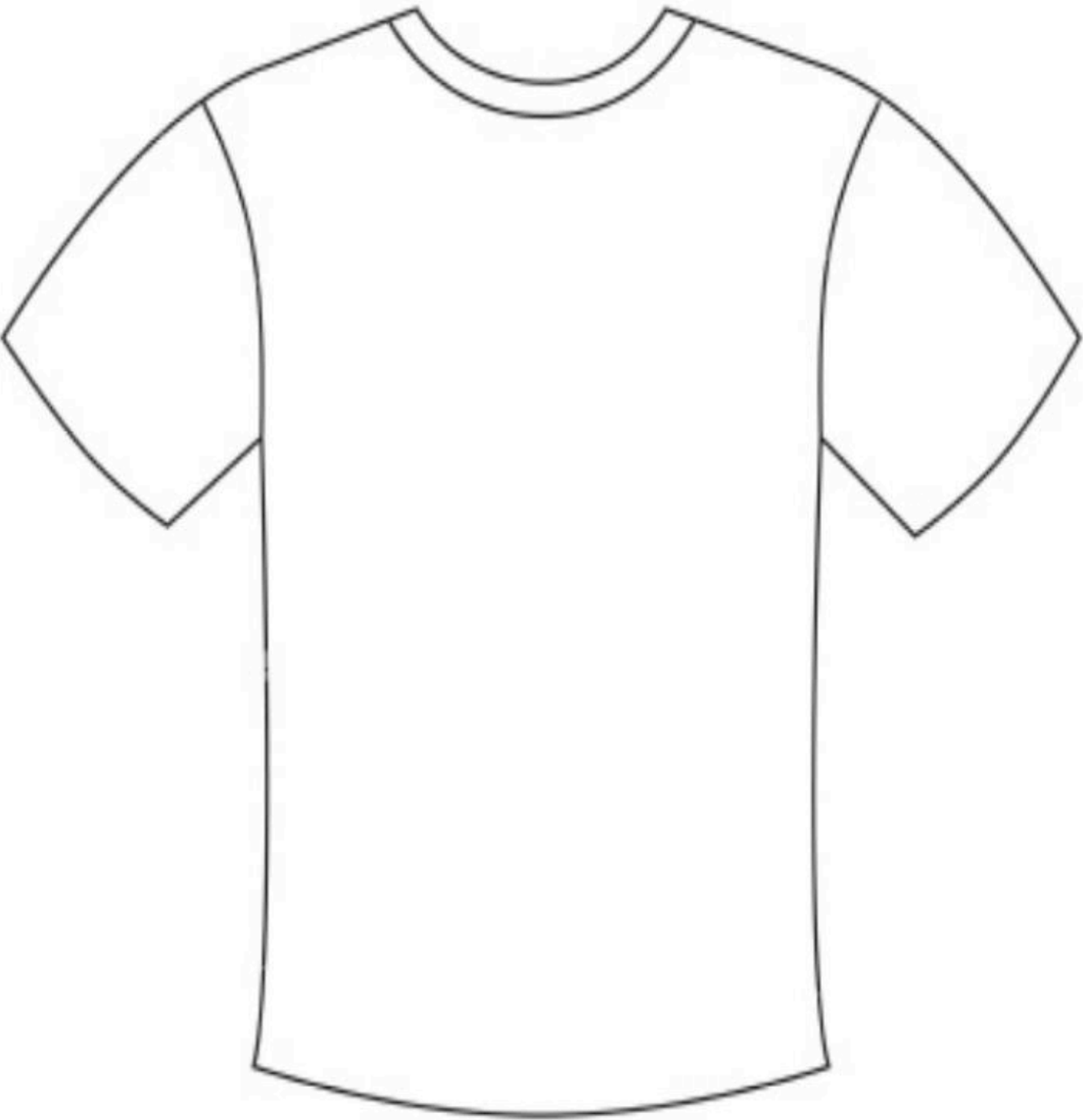
EXTENSION ACTIVITY

INSTRUCTIONS

Research THREE online t-shirt companies that can print your t-shirt design. At each company, determine the cost per t-shirt dependent on the variables in the table.

	COMPANY 1:	COMPANY 2:	COMPANY 3:
Cost of 1 WHITE t-shirt With ALL details (multiple colors, images)			
Cost of 1 WHITE t-shirt Black and White			
Cost of 25 WHITE t-shirts With ALL details (multiple colors, images)			
Cost of 25 WHITE t-shirts Black and White			
Cost of 1 NON-WHITE t- shirt With ALL details			
Cost of 1 NON-WHITE t- shirt Black and White			
Cost of 25 NON-WHITE t-shirts With ALL details			
Cost of 25 NON-WHITE t-shirts Black and White			

MY T-SHIRT DESIGN



MY T-SHIRT DESIGN

