

Example: Profile of Customers

Macrolink's primary customers will be entrepreneurs in Canada and the United States. In the 25 to 54 age group, Canada hosts 13,440,355 and the United States 122,718,203, totalling more than 136 million people in the ideal business planning age group. If only 12% of this group were involved in entrepreneurial activity, this would be a potential market of more than 16 million. In a 1999 Yankelovich poll, over one-third of Americans predicted they would own their own business within a decade.

Characteristics of this client group are shortage of time, scarcity of money, lack of business planning skills, limited understanding of market research, and a desire or need to be involved in entrepreneurial activity. Ideally, customers will own computers and have access to the Internet; however, the books are equally effective using only a pencil and calculator. To entice these customers to purchase, Macrolink will need to provide affordable, upbeat, and safe ways for all individuals to participate in the business planning process, with different options available for them to advance at their own pace.

Macrolink's primary customers will include the *eleven million Canadian and American entrepreneurs* engaged in starting businesses.