

Example: ABC Commercial Electrical

Target Market Priority Ranker



a. Enter your Top 5 "Target Markets"

1. Strata Managers - CBD, East, Inner West, North - Sydney
2. Commercial Fit out Cos. - CBD, East, Inner West, North - Sydney
3. Businesses Moving Premises - Sydney Wide
4. Shopping Centres - Sydney Wide
5. Premium Residential Rebuilds - East, Inner West, North - Sydney

b. Using the table below, rate each option on a score of 1 (poor) to 5 (excellent) against each each of the factors on the left side

c. Then calculate the total score for each option

Questions	Target Market Options				
	1	2	3	4	5
1. How do you compare to the competition?	4	3	4	3	3
2. Do you have the resources to meet their needs?	5	4	4	3	4
3. How large is this market?	4	3	4	3	2
4. What is the growth potential of this market?	3	4	4	3	2
5. What is the profitability of this market?	3	4	3	4	5
6. How easy is it to reach this market?	4	3	3	4	4
7. Do they need unique products/services than other markets?	2	3	4	4	3
8. Do you really understand their needs?	4	4	5	3	4
9. Do you have good testimonials/Case histories of similar customers in the market?	4	3	4	2	4
Totals	33	31	35	29	31

The Top 2 are your Target Market priorities. Enter them below and start focusing your Marketing efforts on these Target Markets:

1. Businesses Moving Premises - Sydney Wide
2. Strata Managers - CBD, East, Inner West, North - Sydney

Your Business

Target Market Priority Ranker



a. Enter your Top 5 "Target Markets"

1

2

3

4

5

b. Using the table below, rate each option on a score of 1 (poor) to 5 (excellent) against each each of the factors on the left side

c. Then calculate the total score for each option

Questions	Target Market Options				
	1	2	3	4	5
1. How do you compare to the competition?					
2. Do you have the resources to meet their needs?					
3. How large is this market?					
4. What is the growth potential of this market?					
5. What is the profitability of this market?					
6. How easy is it to reach this market?					
7. Do they need unique products/services than other markets?					
8. Do you really understand their needs?					
9. Do you have good testimonials/Case histories of similar customers in the market?					
Totals					

The Top 1 or 2 are your Target Market priorities. Enter them below and start focusing your Marketing efforts on these Target Markets:

1

2