**Customer Profile Report**

Name:                                                                   Date:

 1. Name of your product (service) idea:

 2. Brief description:

3. a) Description of your primary customer:

Age:                    Gender:                                       Income:

Race: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Occupation: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Geography:

Education:

Psychographics:

Interests:                               ­­­­­­­­­­\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_                                                       \_\_

Other

b) Description of your secondary customers:  
   Age:                    Gender:                                       Income:

Race: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Occupation: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Geography:

Education:

Psychographics:

Interests:                               ­­­­­­­­­­\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_                                                       \_\_

Other