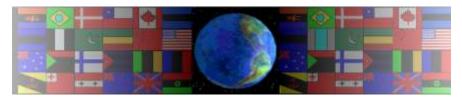
PRODUCTS AND CUSTOMERS - EXAMPLE MOTORBIKES CUSTOMER PROFILE

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On behalf of The World Association of Technology Teachers

W.A.T.T.



World Association of Technology Teachers

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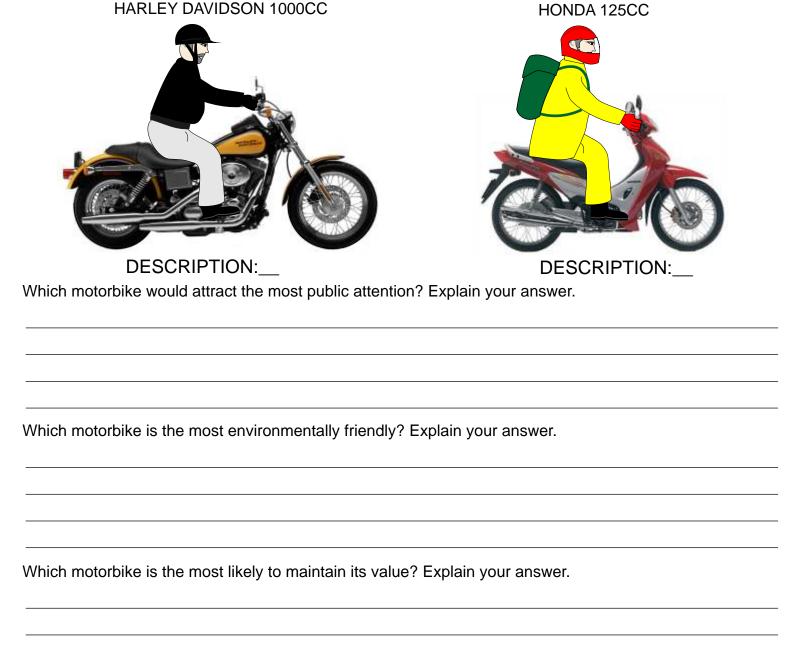
PRODUCTS AND CUSTOMERS - EXAMPLE MOTORBIKES - CUSTOMER PROFILE

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Look carefully at the two bikes below and read the descriptions of the motorbikes and their potential customers. They are labelled A and B. Place the letter representing each description under the motorbike you feel it fits best.

DESCRIPTION A: This motorbike is very expensive and powerful. It has a brand name recognised all over the world. It represents style, class, tradition, power, strength and the USA. The type of customer hoping to buy this type of motorbike will have money to spare, a deep interest in motorbikes and only settle for a bike that gives himself/herself a status symbol. It will be used for occasional short journeys or tours during holiday time. The owner will probably join a owners club. The typical owner is middle aged, middle class, relatively wealthy and the bike will represent a dream.

Description B: This is a commuter bike. It will be used to get to and from work. It could be the first motorbike owned by a new motorcyclist. Or, it could be owned by an older person, using a motorbike to commute to and from work. This type of motorbike is often owned by people learning to ride and hoping to take their test. It is built for efficiency, good fuel consumption and reliability. It is not particularly powerful but is cheap to buy. It is well engineered and environmentally friendly.



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A customer profile is an outline / description, of the type of customer, likely to purchase your product. Most companies / businesses constantly update the profile of their customers. A customer profile may vary from one product to another. Developing a customer profile helps companies target advertising and marketing and is an essential analysis tool. This will cut your advertising costs and allow companies to concentrate on real potential customers rather than those that are unlikely to be interested. Concentrating on potential customers will save a company time and money.

Write a customer profile for a typical purchaser of the Harley Davidson.				
Write a customer	profile for a typical pu	rchaser of a Honda 12	5cc motorbike.	
of motorcycling a Explain how you environmentally	s being safe is importar u would promote the us friendly. Key words / ph	nt, in order to attract new se of a commuter mot	o other modes of transp v customers. orbike, as being safe, led below, to help you de	economic, stylish and
promote the moto	orbike.			
SAFETY:	FREE HELMET	SAFETY EQUIPME	NT SAFETY TRAINII	NG RELIABILITY
ECONOMIC:	CHEAP TO BUY	CHEAP TO RUN	CHEAP TO MAINTAI	N
STYLISH: ES	STABLISH BRAND NAM	ME LOGOS CO	LOUR SCHEME M	ODERN MATERIALS
ENVIRONMENT	FALLY FRIENDLY: MI	LES PER GALLON	LOW POLLUTION	CO 2 EMISSIONS