



Collin SBDC

Demographic Analysis Worksheet

Customer Profile

Are your customers individuals or businesses?

If they are individuals, describe their gender, age, income level and any other significant demographic variables.

If they are businesses, describe the industries, sales levels and any other relevant descriptors of the businesses you will target.

Geographic Profile

Where are your customers located?

How many customers are located in your market?

How many unit sales are in your market each year?

What is the dollar value of the sales that occur in your market each year?

Materials, services or products offered by providers to SBDC clients are available as a resource for you to locate professionals who can assist you with business concerns. Making these sources available to you does not imply or constitute a recommendation or endorsement by the SBDC, but is only intended to be a convenience for you. You must perform your "due diligence" by interviewing the individuals or companies to determine if they meet your needs. If you do retain their services, be sure to obtain your agreement in writing: who is responsible for what; what work is to be performed; what is not included; what is the cost.

A partnership program of the U.S. Small Business Administration and the Bill Priest Campus of El Centro College, a division of the Dallas County Community College District. Funded in part through Cooperative Agreement # 9-603001-0046-22 with the U.S. Small Business Administration. All opinions, conclusions, or recommendations expressed are those of the authors and do not necessarily reflect the views of the SBA. It is the policy of the Dallas County Community College District and Collin College that all persons have equal opportunity and access to its educational programs, services, activities, and facilities without regard to race, religion, color, sex, age, national origin, or ancestry, marital status, parental status, sexual orientation, disability or status as a veteran.