

If you were a company with a new product or service in Japan, which 2 customer groups would you target?

i) \_\_\_\_\_

ii) \_\_\_\_\_

Explain why & how you would target them.

i) \_\_\_\_\_

ii) \_\_\_\_\_

### CUSTOMERS & PRODUCTS

2. Match together these products with their likely customer groups in Japan. Try to be as exact as possible;

<u>Product</u>	<u>Customer Group</u>
a) Ichiro Baseball Bat	active, young boys
b) 4 WD Pick-up truck	_____
c) Hello Kitty I-Pod	_____
d) Homestay Program	_____
e) TV soccer channel	_____
f) Enka CD Collection	_____
g) Yoga Studio	_____
h) Louis Vuitton Phone	_____
i) Gateball Club	_____
j) Discount Golf Clubs	_____