Defining the Customer Worksheet - BUSINESSES

Using the categories below, define to the best of your knowledge, your primary customers.

Delivery Channel: _____ Business-to-Business

_____ Wholesale/Distributor

_____ Manufacturer's Rep

_____ Retail

Demographics: Clearly define the major customer category by demographics.

Size: $_____ Assets $_____ Sales

Location: _____ Local _____ Regional _____ National

Employees: _____ to _____

Type: _____ Retail

_____ Wholesale

_____ Manufacturing

_____ Service

Presence: _____ Brick & Mortar

_____ Virtual

_____ Stand Alone

_____ Strip Complex

_____ Industrial Park

Behavior: How do they operate and make buying decisions?

Buying Decision: _____ Local _____ Centralized

Defining the Customer Worksheet - BUSINESSES

Function: _____ Purchasing Department

_____ Store Manager

_____ Manufacturing Department

_____ Other: _____

Other Characteristics:

Other: _____

_____

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