

Target Market Comparison Worksheet

Compare target markets by using the criteria outlined below. Use a + as a strength or positive, 0 as neutral factor, and – as a weakness or negative. Feel free to include details for each response. Total the number of +, 0, and – for each column and mark the greatest symbol in the final row. Review this with your SCORE Mentor.

	Target Market 1	Target Market 2	Target Market 3	Target Market 4
Need for Product/Service				
Profitability				
Anticipated Sales				
Preferred Sales Channels				
Channel Conflicts				
Competition				
Fits Me (Brand, Needs or Goals)				
Ideal Target Market?				