

## Chilling Out – Lesson Plan 1 - Worksheet

### Changing Society: Selling refrigerators to Canadians

An **advertisement** is one part of a **marketing strategy**. A close look at the market is essential. Who are you trying to reach? Where are they? How many of them are there? What are you going to give them in product or services if they buy a refrigerator? These are all descriptors of the people who are your customers. They are the ones in the market for a refrigerator and the more you know about who, what and where they are, the better. Ideally, a strategy should address unmet customer needs that offer adequate potential profitability. A good strategy helps a business focus on the target markets it can serve best. Concentrating their efforts on one or a few key market segments - target marketing - gets the most return from investments.

**Who are the “target markets” for refrigerator sales? List reasons for your choices.**

Who “needs” or wants a refrigerator?	Why?	Which features of the refrigerator are important to this person?