Farm Target Market Profile Template

A farm target market profile template for farms describing their main customer group. It records who they are, what they need, and how to reach them in one place.

Farm / unit: _____ Date: _____ By: _____

Customer group name

Who they are

Where they live or shop

What they value

What they buy now

Problems we can solve

Where they get information

Best way to reach them

Notes from customer talks

TIP Talk to a few real customers and use their own words in the profile.