**CUSTOMER PROFILE TEMPLATE**

DEMOGRAPHICS

|  |  |
| --- | --- |
| AGE |  |
| GENDER |  |
| OCCUPATION |  |
| INCOME |  |
| SOCIAL STATUS |  |
| FAMILY STATUS |  |
| CULTURE |  |
| RELIGION |  |
| ANY OTHER? |  |

*Give your customer a name and type it in this box.*

GEOGRAPHICS

|  |  |
| --- | --- |
| CITY |  |
| PROVINCE/STATE |  |
| COUNTRY |  |
| POPULATION |  |
| CLIMATE |  |
| TOPOGRAPHY |  |
| WHATS NEARBY? |  |
| POLITICS |  |
| ANY OTHER? |  |

**CUSTOMER PROFILE TEMPLATE**

PSYCHOGRAPHICS

|  |  |
| --- | --- |
| ATTITUDES |  |
| VALUES |  |
| OPINIONS |  |
| INTERESTS |  |
| VALUES |  |
| ANY OTHER? |  |

*Customer name goes in this box.*

PERSONIFIED CHARACTERISTICS

|  |  |
| --- | --- |
| WHICH BRANDS ARE THEY BUYING? |  |
| HOW OFTEN ARE THEY BUYING? |  |
| HOW LOYAL ARE THEY TO THE BRANDS? |  |
| HOW OFTEN DO THEY WEAR THE CLOTHING? |  |
| IS THERE URGENCY TO BUY NOW? |  |
| ANY OTHER? |  |