

Name:

Date:

Class:

Potential Customers

Skill:

- Analysis (AN)

Time on Task:

- 10–15 minutes

Goal/Purpose:

- The goal of this activity is to determine the critical factors you think businesses must consider when identifying their potential customers.

It is important for a business to identify who is most likely to buy their goods or services. Prepare a list of critical factors a business must consider when identifying its potential customers. This information may be reported to the class according to your instructor's guidelines, so be sure to provide enough information to facilitate a discussion.

1. List critical factors businesses must consider when identifying their potential customers.

Answer: