

ENTREPRENEURSHIP
Review of terminology

Name _____

Good (G)

Service (S)

Both (B)

1. _____ Hair Cut
2. _____ Snow plowing
3. _____ Snow blower
4. _____ Flower arrangement delivered to your home
5. _____ Bagel with cream cheese
6. _____ Refrigerator
7. _____ Ice skate sharpening
8. _____ Shamrock necklace
9. _____ Fertilizing your lawn
10. _____ Hot fudge sundae

Demographics (D)

Geographics (G)

Psychographics (P)

11. _____ Customers live in the zip codes of 53572, 53528, and 53593
12. _____ Females, ages 35-45 years old
13. _____ Household income of \$50,000-\$74,999
14. _____ Enjoy being with friends
15. _____ Spend 10-15 hours a week at the gym
16. _____ Live in rural areas
17. _____ Families with 2.5 children
18. _____ Concerned about excessive packaging
19. _____ Trendsetter that quickly adopts new innovations
20. _____ Asian Americans between the ages of 25-45 years old