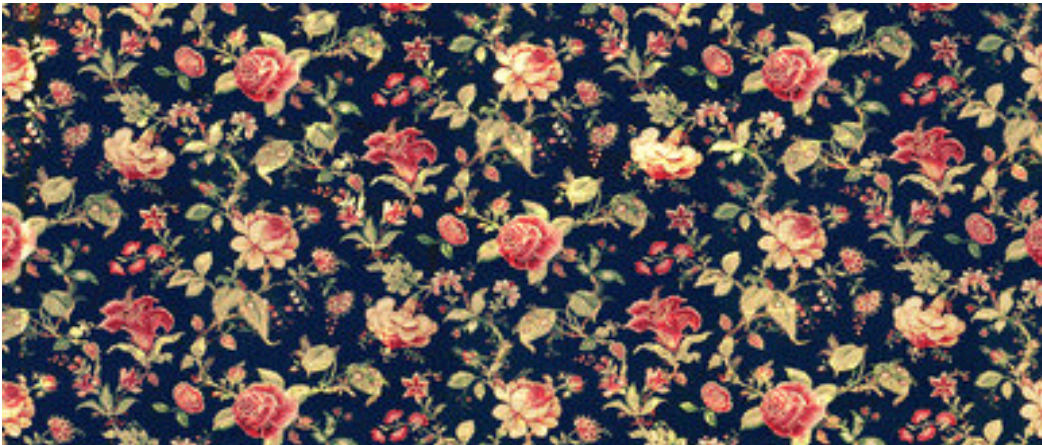


TARGET MARKET



IDENTIFYING THE TARGET MARKET IS ONE OF THE MOST CRITICAL POINTS OF DESIGN

DEMOGRAPHIC

The demographic of a population includes characteristics such as age, sex, education level, marital status, religion, etc. The demographic that Paint it Floral will be targeting is pretty straightforward: teenage girls who are either in high school or are just starting college. This is because the floral component is something that is most heavily emphasized amongst this gender and age group. The target market will likely be still financially dependent upon parents, so the price range will have to be low to appeal not only to the girl's tastes, but the parents' wallets as well.

PSYCHOGRAPHIC

The psychographic components are more reflective of the opinions, attitudes, and interests that the target market has. The psychographic of the target market for Paint it Floral is generally one focused on aesthetics and on beauty – there is a heavy emphasis on vintage style. Some of the interests that are likely for the target market of Paint it Black are things such as music, art, literature (typically young adult) and generally with interests geared towards a more creative outlet as opposed to a physical or intellectual one.

LIFESTYLE

The lifestyle is an interconnected component that takes into consideration both the demographic and psychographic components. It is essentially a more in depth look. The lifestyle of the target market for Paint it Black is likely to be one of a teenage girl who still lives under the roof of her parents and who enjoys spending more of her time reading or on the Internet than going out and partying. The lifestyle is of someone who would rather sit back and appreciate the beauty of life than dig in head first into it.

SUMMARY

The target market of Paint it Black is a teenage girl around the age of 15-20. This girl is someone who is interested in art, literature, and has a fine appreciation for beauty. It is geared towards a more girly-girl who enjoys reading and appreciates vintage-styled apparel and products.