Market Segmentation Activity

You are interested in opening a new restaurant in a 1 mile radius from your school. Before doing so, you must gain a better understanding of your target market to determine the type of restaurant atmosphere that will be the most successful in area. Think about the demographic make-up of your school population and also the area around the school.

If you do not know this information, you can probably go to your school website and find it. Answer the following questions:

1. What is the demographic data for your school and surrounding area? Include data on age, income level, ethnicity.
2. What is the psychographic data for your school and surrounding area? What are some common things people in the community do in their spare time.

Explain your restaurant idea:

1. What is the name of your restaurant?
2. What kind of food will you serve? Give specific menu options.
3. What will your price range be?
4. Give a detailed description of your target market using segmentation terms that you learned in the last assignment.