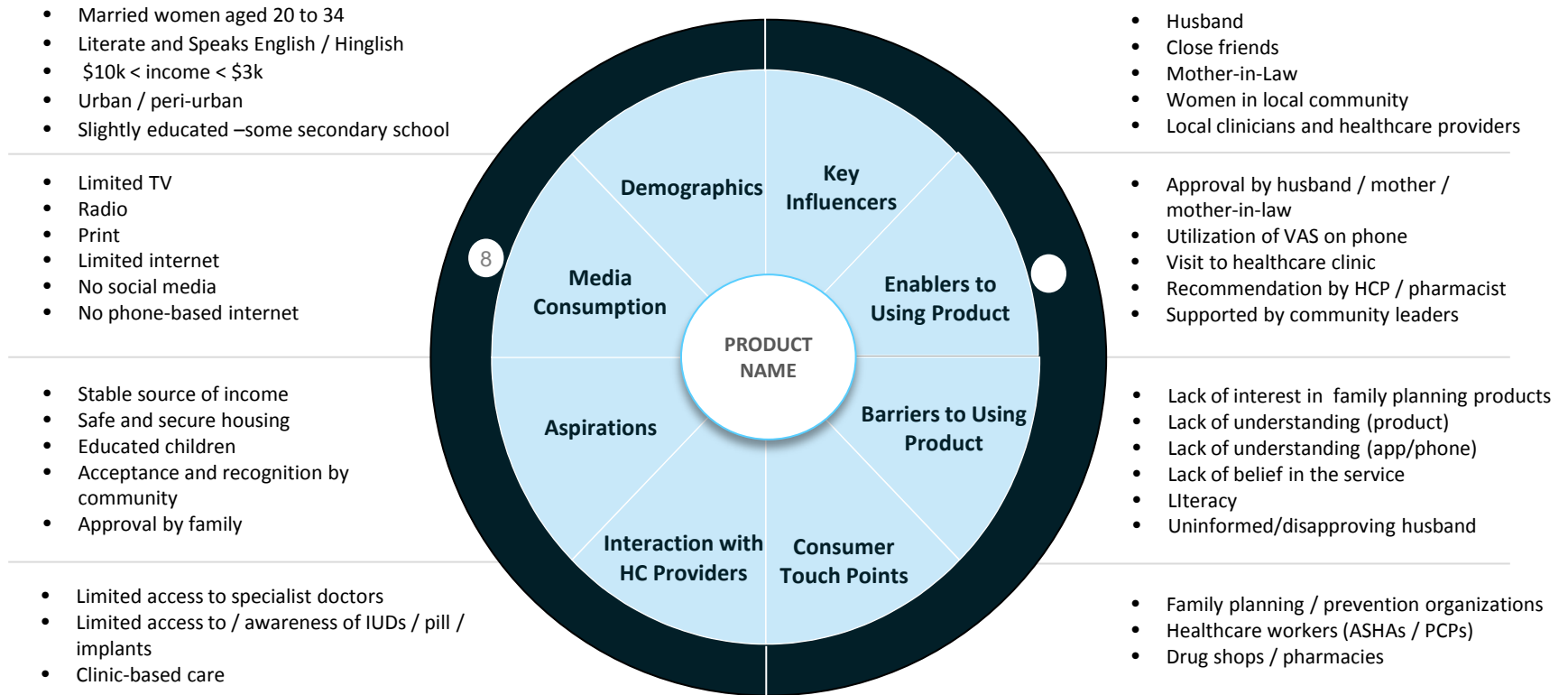


Template — Target Group Analysis

Sample of Target Market Analysis



Target Group Today

Attitude

- TG is unaware of product ____ and other family planning solutions

Behavior

- TG does not actively seek family planning methods of any kind

Target Group Future

Attitude

- TG is informed & comfortable with product ____, aware and supportive of family planning products

Behavior

- TG understands and utilizes product ____.