

# Template — Target Group Analysis

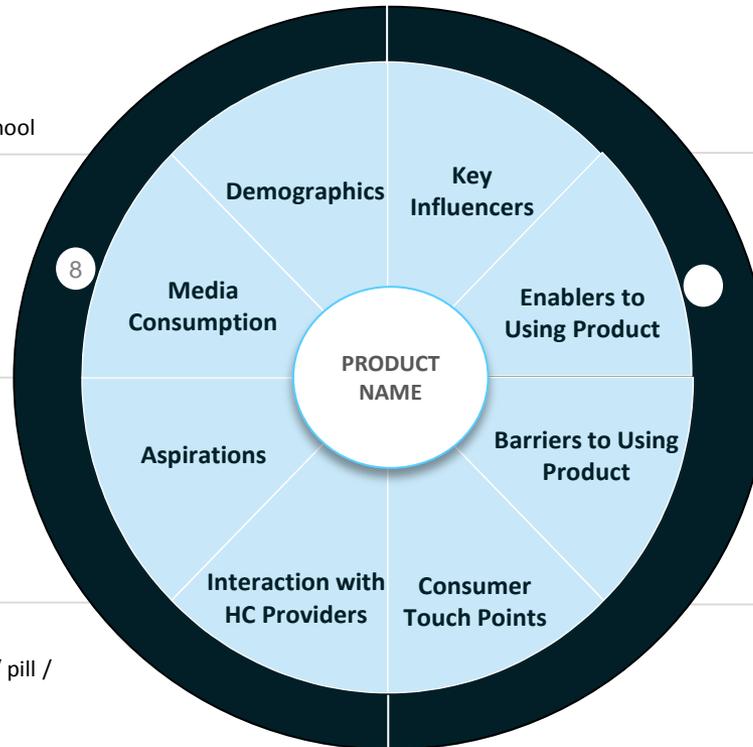
## Sample of Target Market Analysis

- Married women aged 20 to 34
- Literate and Speaks English / Hinglish
- \$10k < income < \$3k
- Urban / peri-urban
- Slightly educated –some secondary school

- Limited TV
- Radio
- Print
- Limited internet
- No social media
- No phone-based internet

- Stable source of income
- Safe and secure housing
- Educated children
- Acceptance and recognition by community
- Approval by family

- Limited access to specialist doctors
- Limited access to / awareness of IUDs / pill / implants
- Clinic-based care



- Husband
- Close friends
- Mother-in-Law
- Women in local community
- Local clinicians and healthcare providers

- Approval by husband / mother / mother-in-law
- Utilization of VAS on phone
- Visit to healthcare clinic
- Recommendation by HCP / pharmacist
- Supported by community leaders

- Lack of interest in family planning products
- Lack of understanding (product)
- Lack of understanding (app/phone)
- Lack of belief in the service
- Literacy
- Uninformed/disapproving husband

- Family planning / prevention organizations
- Healthcare workers (ASHAs / PCPs)
- Drug shops / pharmacies

### 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 \_\_\_\_.