1. COLOR:
2. MOVIE:
3. SERIES:
4. MUSIC:
5. SUBJECT:
6. FOOD:
7. Restaurant:
8. CLOTHING
9. STORE
10. HOLIDAY

**FACTS**

**FUN**

**KOSSA Standard OE4**

TARGET MARKET

A target market is a group of customers within a business's serviceable available market at which a business aims its marketing efforts and resources. A target market is a subset of the total market for a product or service.

NOTES/LECTURE

1. Name a commercial. (Company/Plot)
2. Draw a Billboard.
3. Distinguish between a good and a service.