

Customer/Prospect Analysis

Sample

Program: After school	End-User	Donor
Profile: Demographic, other	Age 11-13 Lower Income Single Parents Lafayette Schools	Individuals, parents
Why do they buy? Participate? Donate?	Art, learning, fun	Safe environment
What program attributes are the most/least important?	<u>Most:</u> Fun, Art focus, variety of projects <u>Least:</u>	<u>Most:</u> Safe environment, community involvement/service orientation, reputation <u>Least:</u>
Who are we competing with? What other programs do they consider?	YMCA, nothing (home)	YMCA, Recreation Center program
What is their current satisfaction level?	High	High
What sources of information do they use to make decisions?	Other students, teachers	Teachers, other parents
How do they currently receive information on local program offerings?	Teachers	School newsletters

What is our advantage relative to the competition? What is uniquely better about our offering?	Quality of Art Instruction, Project visibility, variety	Quality, community service component
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How do they currently receive information on local program offerings?		
What is our advantage relative to the competition? What is uniquely better about our offering?		

