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Consumer Profiling

By Wayne Kucina, GeoWize

Consumer profiling takes _____, adds in _____ data to tells us more about our customers.

The Community Tapestry system divides US residential areas into _____ segments based on their _____ and _____ composition.

LifeMode groups represent markets that share a common _____.

Urbanization group segments into markets that share similar _____.

The income level and _____ of consumers figures heavily into their buying decisions.

Individual profiles provide insight into how the profile's members _____.

Once we define the trade area, we can create a report of the _____.



Wayne Kucina founded GeoWize, a business location intelligence company designed to help small and middle-sized businesses get the same competitive advantage as much bigger companies. He's provided GIS services for Target, Big-O Tires, US West, and other national and international companies and franchises.

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