

PRODUCTS AND CUSTOMERS - EXAMPLE MOTORBIKES
CUSTOMER PROFILE

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On behalf of The World Association of Technology Teachers

W.A.T.T.



World Association of Technology Teachers

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Look carefully at the two bikes below and read the descriptions of the motorbikes and their potential customers. They are labelled A and B. Place the letter representing each description under the motorbike you feel it fits best.

DESCRIPTION A: This motorbike is very expensive and powerful. It has a brand name recognised all over the world. It represents style, class, tradition, power, strength and the USA. The type of customer hoping to buy this type of motorbike will have money to spare, a deep interest in motorbikes and only settle for a bike that gives himself/herself a status symbol. It will be used for occasional short journeys or tours during holiday time. The owner will probably join a owners club. The typical owner is middle aged, middle class, relatively wealthy and the bike will represent a dream.

Description B: This is a commuter bike. It will be used to get to and from work. It could be the first motorbike owned by a new motorcyclist. Or, it could be owned by an older person, using a motorbike to commute to and from work. This type of motorbike is often owned by people learning to ride and hoping to take their test. It is built for efficiency, good fuel consumption and reliability. It is not particularly powerful but is cheap to buy. It is well engineered and environmentally friendly.

HARLEY DAVIDSON 1000CC



DESCRIPTION: __

HONDA 125CC



DESCRIPTION: __

Which motorbike would attract the most public attention? Explain your answer.

Which motorbike is the most environmentally friendly? Explain your answer.

Which motorbike is the most likely to maintain its value? Explain your answer.

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A customer profile is an outline / description, of the type of customer, likely to purchase your product. Most companies / businesses constantly update the profile of their customers. A customer profile may vary from one product to another. Developing a customer profile helps companies target advertising and marketing and is an essential analysis tool. This will cut your advertising costs and allow companies to concentrate on real potential customers rather than those that are unlikely to be interested. Concentrating on potential customers will save a company time and money.

Write a customer profile for a typical purchaser of the Harley Davidson.

Write a customer profile for a typical purchaser of a Honda 125cc motorbike.

Motorbikes of all types are regarded as dangerous, compared to other modes of transport. Creating an image of motorcycling as being safe is important, in order to attract new customers.

Explain how you would promote the use of a commuter motorbike, as being safe, economic, stylish and environmentally friendly. Key words / phrases have been included below, to help you describe how you would promote the motorbike.

SAFETY: FREE HELMET SAFETY EQUIPMENT SAFETY TRAINING RELIABILITY

ECONOMIC: CHEAP TO BUY CHEAP TO RUN CHEAP TO MAINTAIN

STYLISH: ESTABLISH BRAND NAME LOGOS COLOUR SCHEME MODERN MATERIALS

ENVIRONMENTALLY FRIENDLY: MILES PER GALLON LOW POLLUTION CO₂ EMISSIONS
