

Overview

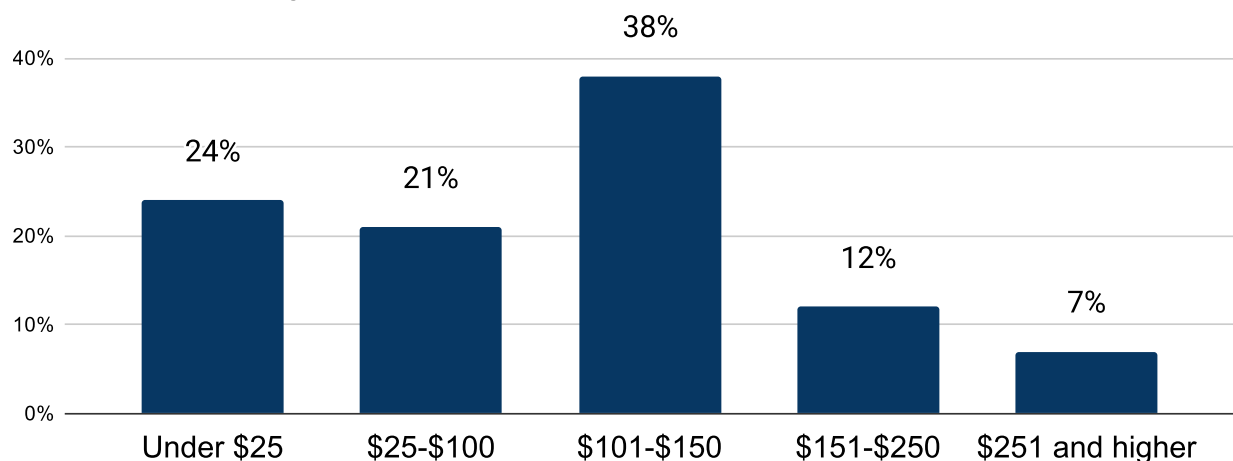
This data consists of compiled research from the secondary research regarding tote preferences. It also consists of additional shopping preferences I found from our target market participating in surveys.

Pricing and Interests

Price

Soon, we will be launching a mid-range tote bag that is high quality but reasonably priced. From various research firms, I've read that customers are seeking a price range that is suitable to their disposable incomes.

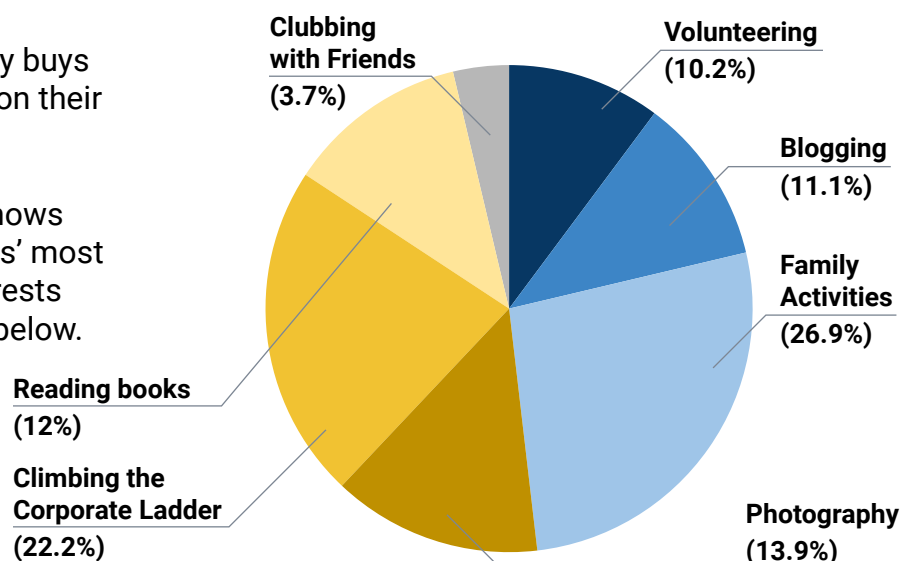
Preferred Tote Bag Price



Interests

Our target market typically buys specific tote bags based on their hobbies and interests.

The collected research shows Buhi's potential customers' most popular hobbies and interests reflected in the pie chart below.

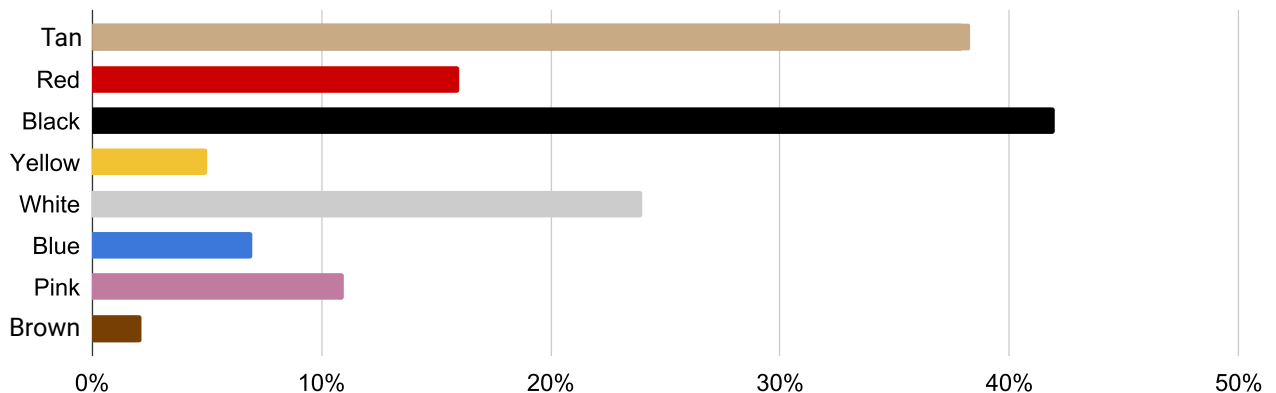


Product Features

Color

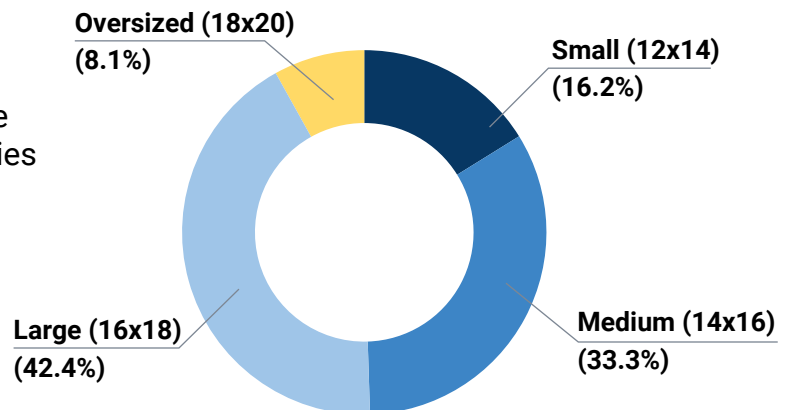
Our target market's preferred color of tote bags is listed below in the chart. It's important to note that the colors are preferred. Potential customers may select different colors because of various features or prices.

Preferred Tote Bag Color



Size

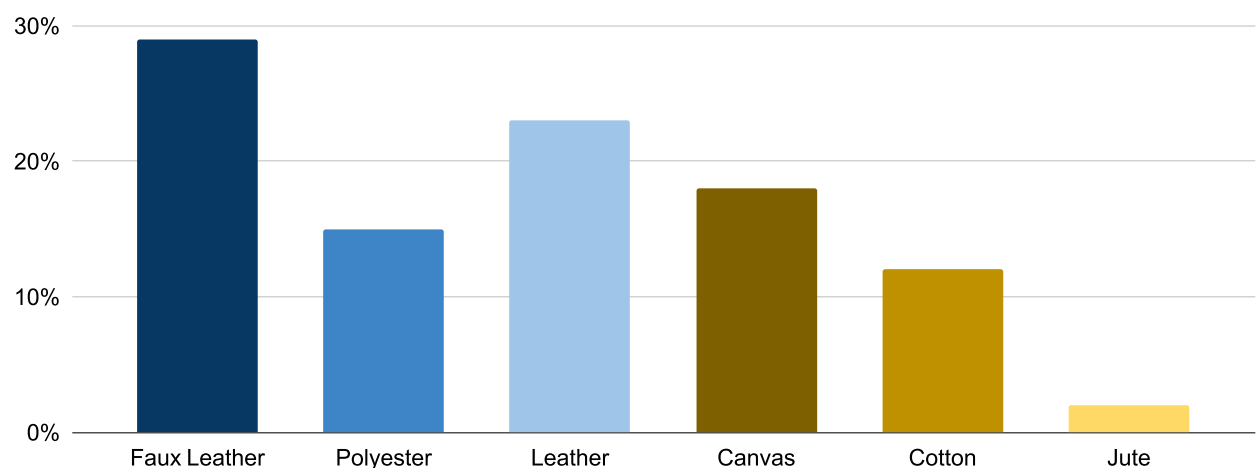
Buhi's target market has specific interests that affect the desired tote bag size to accommodate for hobbies and interest. The pie graph below shows the preferred tote bag size.



Material

Customers in our target market are seeking a tote bag that is designed with trendy material.

Preferred Tote Bag Material

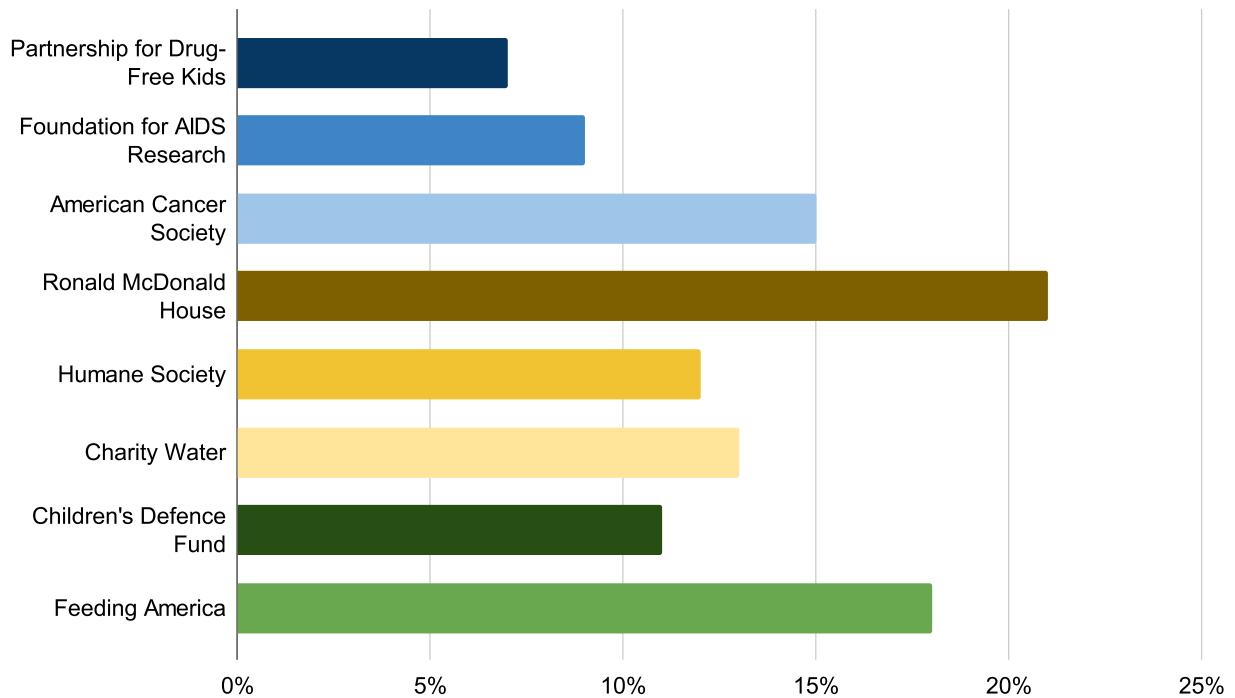


Promotions

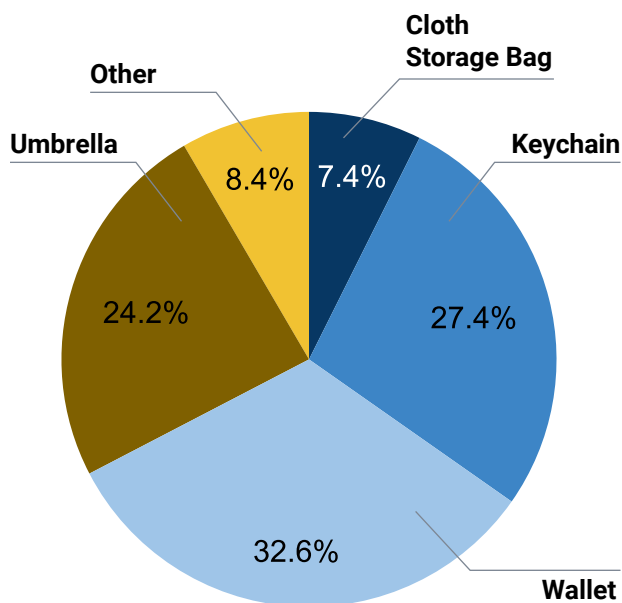
Incentives

Incentives are a businesses' way of bringing in more customers with different motivators. This includes coupons, gifts, and donating to charities. Our target market promotional considerations are represented in the charts below.

Preferred Charitable Causes



Preferred Free Gift with Tote Bag Purchase



Discount



Advertising

Our target market consumes media in various ways. The research below provides data on the most frequented media channels.

Preferred Media Channels

