

Lesson 3 – Target Market and Brand

OVERVIEW

In this lesson, students will continue developing their Business Model Canvas by discussing possible target markets and branding.

OBJECTIVES

Students will be able to:

- Identify potential target markets for their business
- Describe what a brand is and explain what makes a good brand

Introduction (5 min)

{Slide 2}

Remind students how much of the **Business Model Canvas** was completed in the last lesson. Today's focus will be on completing the Target Market section.

Mini-Lesson (15 min) – Target Market

{Slide 3}

Ask if anyone can explain what a **Target Market** is and have students share their ideas. Explain that a Target Market is the group of people to which a business chooses to sell its products and services. Most businesses are only interesting to certain parts of the population, so it's important for a business to understand who is most likely to buy from them and target their promotions to that group so that their marketing can be most effective.

{Slide 4}

Ask: *"If you were opening a lemonade stand, who would you want to buy your lemonade?"* Let students share their answers (ex. kids, parents, neighbors, etc.). Explain that the group of people we've described would be the business' target market – the specific group of potential customers that the business will focus on.

{Slide 5}

Introduce that there are **four main parts of a target market**:

- **Age:** How old are they? (kids, teens, adults, or seniors)
- **Location:** Where do they live? (neighborhood, city, online)
- **Interests:** What do they like? (sports, video games, healthy food, etc.)
- **Needs:** What problem do they have that your business solves?

For example, a Skateboard Shop might have a target market of teens who love skating, live nearby, and need gear.

Activity (10 minutes):

{Slide 6}

Split students into their teams and have each team answer the following questions to determine the target market for the business they are planning:

1. What **age group** will buy this?
2. **Where** do they **live or shop**?
3. What are their **interests**?
4. What **need or problem** does this solve?

Have the groups share their target markets quickly with the class.

Wrap up by asking, “*Why do you think it is better to focus on a target market instead of selling to everyone?*”. Encourage students to connect this to their own lives or the lemonade stand example (ie. It would be a waste of time and money to promote a lemonade stand in our community to people who live in a different city, province or country).

Mini Lesson – Branding (10 mins)

Tell students that companies develop a brand to help customers recognize them.

{Slides 7-31}

Guess the Brand - Show students the logos and ask them to guess what company they represent. Ask them what words come to mind when they see the logo.

{Slide 32}

Logos are important because they help people quickly recognize a brand, but a company's brand is more than just their logo. A brand is how people think and feel about something. A strong brand helps people remember, trust, and connect with a business or idea.

Imagine two lemonade stands.

Stand A

- Bright yellow sign
- Friendly smiles
- Fresh lemons
- "The Coolest Lemonade in Town!"

Stand B

- Plain cardboard sign
- No decorations
- Same lemonade

Ask students which stand they would visit first and why?

Activity (15 mins)

{Slide 33}

Have students think of their favourite snack, toy, game, or clothing brand.

Have them answer:

- What is the brand?
- What colours do you notice?
- How does it make people feel?
- What makes it memorable?

Invite 2–3 students to share.

{Slide 34}

Ask students the questions on the slide as a reflection on Lesson 3.