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used to create a clear picture of  
the target market. Disposable

Income. money left after taking  
out taxes; (a.k.a. net pay)

Demographics. statistics that  
describe a population in terms of  
personal characteristics such as  
age, gender, income, marital  
status, ethnic background,

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education, and occupation.

SWOT.

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a set format that is defined in

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code R/508/0486 Unit type Core

Unit level 4 Credit value 15

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- 7.

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to determine the cause.

Explanation: ... to use the  
information for marketing  
purposes; to keep track of parts  
that are ordered;

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