**Demographics Assignment**

Mr. Katsionis

You have recently decided to become an entrepreneur. You are going to open a business and sell your products. The goal of this assignment is to analyze the demographics of the area you chose and discuss why your business will be viable. Remember! When calculating population, it is not just about size, but rather this includes income, status and area preferences.

1. Decide what you want your business to be and briefly (50-100 words) describe it.
   1. What will you sell?
   2. Why did you get into this business?
2. Choose a viable place to open your business
   1. Example: Burnaby, Vancouver, Victoria, Other places in Canada (Toronto, Montreal)
3. Provide the Census Data on the area you chose
   1. What is the population size?
   2. What is the average income?
   3. What is the average family size?
4. How would you use this information to your advantage? Is there any other demographic information you should know? If so, what is it?
5. Discuss marketing strategies for your business
   1. Is your consumer base constantly looking for your product?
   2. How would you make your store well known?
      1. For example, would you run advertisements? Rely on word of mouth?
6. Assume you are in an area with a constant changing population. Discuss how you would monitor these levels.
   1. For example, would you follow the same policies our Government uses? Why?
   2. Do you have a better strategy because of your smaller focus size? Describe it.
   3. How will you accommodate for those left off the population statistics?
7. **Due**

**Evaluation**

**Introduction /5**

* Did you explain logically what you are selling and why?

**Research /5**

* Is your research accurate?
* Did you carefully place your business somewhere viable?

**Content /15**

* Were your marketing strategies clear and concise? Were they suitable for that market?
* How did you manage the constantly changing population?

**Organization/Mechanics /5**

* Was your assignment free of spelling/grammatical errors?
* Did your assignment flow from one idea to the next?

**Overall: /30**