

Customers and Markets



Customer & Market Focus

- Components of a market
 - Industry
 - Geographic area
 - Demographics
 - Competitors
 - Customers
- Understanding those groups of people most likely to buy your product or service



Target Market

The group of people most likely to buy your product or service

- How many potential customers are there?
- Why will they select your company?





Market Research

- Who are the customers?
- Where do they live and shop?
- What are their buying habits?
- What are their income levels?
- Who are the competitors?
- What products or services do they sell?
- Where do they sell them?





Develop a Profile of Your Customers

- Demographic Characteristics
- Psychographic Characteristics





Client Categories

- Adults aged 65 years +
 - Missouri: 805,235
- Persons aged 5-64 with disability
 - Missouri: 246,989
- Approximately 3.7% of these customer segments are receiving services through the State of Missouri

Source: Missouri Dept. of Health and Senior Services
2008 population estimates



Missouri Disabilities By Age And Type From 2000 Census

- Age 16-64
 - Sensory 87,756
 - Physical 246,232
 - Mental 146,894
 - Self-Care 64,877
 - Go-outside Home 190,954
- Age 65+
 - Sensory 102,002
 - Physical 212,122
 - Mental 73,373
 - Self-Care 65,162
 - Go-outside Home 141,075

<http://mcdc2.missouri.edu/webrepts/sdcprofiles3/mo/index.html>

(State Data Center Demographic Profiles, Based on Data in Summary File 3, 2000 US Census)



St. Louis City/County

- Aged 65+: 181,123
- Disability
 - Aged 5-20: 26,412
 - Aged 21-64: 128,000
 - Aged 65+: 71,428
- Providers: 200 +/-
- Potential Clients:*
 - Aged 65+: 7,245
 - Disability
 - Aged 5-20: 1,056
 - Aged 21-64: 5,120
 - Aged 65+: 2,857

**assumes 4% seek services*



Kansas City Metro Area

Jackson, Clay, Platte, Ray, Cass

- Aged 65+: 114,814
- Disability:
 - Aged 5-20: 18,131
 - Aged 21-64: 106,985
 - Aged 65+: 48,691
- Providers: 20
- Potential Clients:*
 - Aged 65+: 4,592
 - Disability
 - Aged 5-20: 725
 - Aged 21-64: 4,279
 - Aged 65+: 1,948

**assumes 4% seek services*



Rural County

Linn

- Aged 65+: 2,601
- Disability:
 - Aged 5-20: 241
 - Aged 21-64: 1,766
 - Aged 65+: 1,357
- Providers: 0
- Potential Clients*
 - Aged 65+: 104
 - Disability:
 - Aged 5-20: 10
 - Aged 21-64: 71
 - Aged 65+: 54

**assumes 4% seek services*



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Market Data Sources

- Missouri Census Data Center
 - (573) 526-7648
 - <http://mcdc.missouri.edu>
- OSEDA
 - <http://www.oseda.missouri.edu>
- MERIC
 - <http://www.ded.mo.gov/researchandplanning>



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Identify Competition

- Nearest direct and indirect competitors
- Strengths and weaknesses of competitors
- Assessment of how competitors businesses are doing



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Ways to identify competitors

- Obtain a list providers from Dept. of Health and Senior Services
- Check the phone book
- Observe advertisements in key publications
- Visit trade shows and other events
- Read key industry publications
- Visit with potential or existing customers -- will they tell you who they currently purchase from?



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Missouri In-Home Care

- 363 Providers
- 36,966 clients
- Average clients: 104

Source: MO Dept. Health & Senior Services, July 2003



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Selected Health Care Providers: Missouri

DESCRIPTION	Number of Businesses
Home health care services	568
Offices of health practitioner	243
Clinical psychologist	319
Physical therapist	316
Visiting nurse service	18
Nurses, registered and practical	54
Occupational therapist	25

Source: Dun & Bradstreet



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