

# Dog food essay



**ASSIGN  
BUSTER**

Target Market Many adults, single or married, that are between the ages of 21 and 54 consider their pet to be a part of the family. This is why Show Circuit Dog Food's target market will consist of this age group.

The first four categories (parents with school aged children, roommates, childless couples, and parents with younger or older children) are specifically the target market for Show Circuit Dog Food. To say that the dog food is for the upper class would be an overstatement by the example of the target market. The basis of this product is targeted toward the middle class to give them the feel of upper class by feeding a " member of the family" high quality food. ? Average consumer use per week According to a local veterinarian a healthy dog should eat 1/5 pound of dog food for every 10 pounds.

The average small dog weighs about 15. 4 pounds, hence this size dog generally consumer 4. 8 ounces of food daily, 33. 6 ounces a week (2.

1 pounds), 9. 3 pounds a month, and 111. 6 pounds a year. The average medium dog weighs about 28. 6 pounds. These dogs generally consume 7.

5 ounces of food daily, 3. 3 pounds weekly, 13. 1 pounds monthly, and 157. 5 pounds yearly.

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