

# Free business plan on audience analysis

[Parts of the World](#), [Asia](#)



## **Who they are**

Every summer, a non-profit organization based in Chicago, called the Asian Globe Foundation, organizes an event known as the Asian Midwest Games. The audience of the event, are students of the universities from Midwest. The students are usually Asian students, and the event held to bring together as many students as possible with the purpose of preserving Asian culture and granting scholarships to Asian students facing financial crisis. In addition, since the event requires sponsorship, potential sponsors are also part of the target audience for the event. This is mainly because in order for the event to be a success sponsorship needs to be secured.

## **Age Group, Nationality, Hobby:**

The students are young, energetic, and will come from the 18 to 30 age demographic. They are people who are interested in spontaneous things such as sport, social life, fun and games. To the students, the Asian Midwest Games are supposed to be fun. They expect to experience cultural diversity through engaging sport and interesting cultural activities, and possibly a non-forgettable experience, better than the events in previous years that have been the expected value.

## **The Student's Expectations and Social media**

The students also expect that the event is educative enough as they are still young and are looking to exploit their strengths, learn from their weaknesses, and possibly tap into their potential. The students want a social media experience that will offer a platform where people can air their views in regards to what they want for the event so that when the event finally

comes, all the ideas be organized to making the event as successful as it can be.

### **Strategies recommended:**

In attempts to reach out to students, the company should use social media in a way that is eye-catching, youthful and interesting to look at including:

YouTube to post videos and Instagram for images and videos. For students to like the company's Facebook and Twitter pages, it should actively engage them using humor, allowing opinion, giving incentives such as gifts and also by advertising on platforms such as Television, radio, billboards.