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Case Summary (3/3)

- Characteristics of female shoppers of the target market of Corporate Fashions:
 - Employed full-time
 - 25-45 years of age
 - Earns \$30,000 or more annually
 - Regularly shops at Forest View
 - Buys clothing of the type sold by Corporate Fashions
 - Spends at least \$600 per year on such clothing
 - Spends at least \$200 per year in specialty stores
 - Buys from specialty stores that are not price-oriented
- Corporate Fashions managers wanted an accurate estimate of the proportion of Forest View's female shoppers who were professional career women.
- Research showed that approximately 96% of all Forest View female shoppers resided in 15 communities (E.g. Elmhurst, Hinsdale, Villa Park, Western Springs and others)



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