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MKT 1103

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I would be discussing my target customer segments and feedback from the tutoring business. I will be targeting older people that are in college in their 30s- 70s to help improve their grades and test scores. Why is that, because there are a lot of older people that think that they don't need help with their grades and test scores. They're some stubborn older people who think that they don't need help. Everyone needs help to improve their life and their schooling. However, the main target customer is older people in college.

There's a saying that "You're never too old to get your degree". During my years as a student at Borough of Manhattan Community College. There were a lot of older people and young adults inside the college. The dynamic of Borough of Manhattan Community college has changed. When I started college at the age of 17, I saw a lot of older people in their 30s. Some of the oldest people were in their 70s. However, the dynamic of college students will change.

Between March and the end of September, it will be difficult at city tech. There are not a lot of older people tutoring to improve their grades and test scores. But if the dynamic will change in city tech. It will be better for the tutoring business.

**SWOT**

* My strength would be promoting my business on social media and on paper. A lot of older people don't use social media for a college. However, young adults will use social media to find out about events, tutoring, or other activities in city tech.
* My weaknesses would be not having enough customers to tutor, older people are stubborn and they think they don't need help with their grades and test scores.
* Opportunities would be a place, flexible scheduling, taking test strategies and also college students can call at any time.
* Threats are competition with students understanding of their work, financial support, and low staff .