



Your Ideal Customer At An Ice Cream Shop - Kaleidoscoops

A descriptive and well written text talks about an ice cream shop and their target audience.

Kaleidoscoops has tailored its shop in order to fit the needs of their customers. From adults to teenagers, they understand what kind of interests need to be satisfied by the general clientele.

A text like this is important to read because it offers advice as well as insight on how to market your product to fit the demands of the guest. Aside from the actual product itself, ice cream has been transformed into a business. Now, it's about making money but a way to optimize sales in one location. Many chains have branded themselves to satisfy the needs of ice cream lovers everywhere. Selling an item like ice cream should not be taken for granted as it is loved beyond measure.

The article goes into detail in three different categories of top researched buyers. Families with children, teenagers and adults. A notable feature is the mention of a specific race within the text to let readers know which family consumes the most ice cream. The African American household is likely to eat more ice cream than the average household. These facts go hand in hand with teenage girls wanting to eat low-fat ice cream or frozen yogurt in order to maintain a healthier diet. Teenage boys are consistent in getting the premium products.

Another important feature that stands out is the loyalty it has to the specific target audience, adults. Knowing how that catering to the older population is most important to them. Kaleidoscoops not only gives us the inside scoop about different audiences they try and branch out to but they offer this on their website, allowing their same guests to know how much they mean to them.