

Consumer Profile: Contents

Preface: It is critical to understand the end consumer for your products, their wants & needs, dislikes of competitive products, where they shop, and how they make decisions.

This study did not conduct any focus groups or quantitative consumer research. All information on consumer profiles is from published articles. We highly recommend conducting research on the New England consumer before entering this market.

	<u>Pages</u>
1. Hard Parts: DIY vs. Professional Service Mix.....	168
2. Import Owner profiles.....	169-170
3. DIY classifications.....	171
4. Categories: DIY mix.....	172