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used to create a clear picture of the target
market. Disposable Income. money left
after taking out taxes; (a.k.a. net pay)

Demographics. statistics that describe a
population in terms of personal
characteristics such as age, gender,
income, marital status, ethnic background,
education, and occupation. SWOT.

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theory to determine the cause.

Explanation: ... to use the information for
marketing purposes; to keep track of parts
that are ordered;

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