# Customer profile - Concept test

Here is a basic questionnaire for recruiting participants for the concept test. Feel free to change the questions in order to establish whether the person corresponds to the business's target audience.

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| Surname: |
| First name: |
| Gender: |
| Age: |
| Profession: |
| Location: |
| Nationality: |
| Type of shop I visit regularly: |
|  |
| I have up to Euros a month to spend in shops  My reference *(insert here the type of shop covered in the test: delicatessen, butchery, concept store, florist, etc.)* would be the following shops: |