TARGET POPULATION DESCRIPTION

JOB TITLE: **Sales Associate**                      Date: **April 18, 2002**

COURSE: **Sales Associate Course for Merchandisers**

PHYSICAL CHARACTERISTICS:

Most are young women between the age of 16 and 35, with a few new employees older than 35 years old. Some are married with small children. None have any special needs that would affect their ability to complete the training.

EDUCATION:

Most are high school graduates; a few have completed some college courses. They all have at least one year's experience as merchandisers.

MOTIVATION:

Most are motivated by recognition for good work, respect from their peers, and, to some degree, by money.

INTERESTS:

Their interests vary. Most wish to take a sales clerk job because they want a permanent position in the company that pays more money. They like to shop and enjoy buying and wearing current fashions.

ATTITUDES, BIASES, AND PREJUDICES:

They have minor biases and prejudices toward ethnic, age, and economic segments of populations different from themselves.