



# IGL Coatings Free Business Template

This template is provided free of charge to all readers of [IGL Coatings blog](#). Information presented in the document is for example purposes and does not represent any outside company or organization. Usage of this template is intended for educational purposes only. [IGL Coatings](#) take no responsibility over any data misuse that results in harm or fatality.

### Example template of defining customer:

**Business:** ABC Detailing

**Business profile:**

- Detail shop with multiple selections of ceramic coating & other services
- Near white picket fence housing area in the suburb
- Next door neighbor with a prominent car tinting shop

Gender	Age	Position	Asset	Selling Point
Male	35-45	White collar executives, managerial positions	Latest smartphone, sedan car, housing unit	Customer who wants to get protected from winter frosting on windshield

### Your template to begin defining your customer:

**Business:** \_\_\_\_\_

**Business profile:**

- 
- 
- 
- 

Gender	Age	Position	Asset	Selling Point
				E.g.: Customer who wants to reduce de-icing time, customer who wants to reduce washing time

