

	The target market for this product is most likely for people who live in urban areas due to the bikes ease of use on public spaces and its transportability.	1	A clear point made about urban target market due to ease of use and transportability.
	The product is probably targeted at wealthy city-goers because of the expensive materials used to make the bike and the ease of transport it offer in crowded urban cities instead of using public transport.	1	Target market of wealthier city-goers has been recognised due to the materials used to create the design, as well as its use around the city instead of public transport.
	The design is targeted at travellers who move around lots. I believe this because they could easily pack the bike up and take it to use in far-away places since it can be folded to a small size and is cheaper and more energy efficient in the long run than hiring cars.	1	A target market of people who like to travel has been justified by commenting upon the ease of the bike's folding capabilities, its energy efficiency, and cheaper mode of transport than cars.
	Total	10/10	
	Overall total	45/60	