*Q 1: Pick a business or a service and estimate what their TAM/TOM/SOM is.  
e.g. MerryBiz  
TAM: Japanese labour market: 90 billion CAD  
SAM: Japanese back-office/administration labour market: 79 billion CAD  
SOM: Market size of Back-office/administration labour that can be done from home: 6,000 million CAD*

*Q2: Pick a business, service or product and describe the target audiences in any way other than demographics.  
e.g. Harry Potter*

1. *The novel lover: Those who read all the J.K. Rowling books. They come alone or with one more friend. After the movie, they would spend a long time in a cafe and they would talk in detail.*
2. *The blockbuster fun group: Just a group of friends finding something fun to spend time with their palls. They buy a lot of popcorn/drinks*
3. *The nerdy fan: They come alone or with a small group. They come several times to watch the movie. They buy a lot of merchandise after the movie*