The Marketing Plan

Understanding the 4P’s
What is Marketing?
- Putting the right product in the right place, at the right price, at the right time!
Goal Setting

Short-term

Long-term
4 P’s- What are they?

- Product/Service
- Place
- Price
- Promotion
The Product(s)

Product selection and supply
– What products/services do you offer?
  • Food Fish and Shrimp (fresh, value-added)
  • Aquaponic Crops
  • Sport (bait, stocking)
  • Agritourism Experiences
– Quality & Attributes
– Quantity
– Timing – available when buyer wants
The Product(s)

• What are your products?
• Where do your products fit into the market?

<table>
<thead>
<tr>
<th>Product</th>
<th>Description</th>
<th>Location</th>
<th>Selling Price</th>
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<tbody>
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<td>Product A-</td>
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The Situation

- Description of your business
- Industry Overview
- Situation Analysis

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<th>Strengths</th>
<th>Weaknesses</th>
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<th>Opportunities</th>
<th>Threats</th>
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What’s HOT
2015 CULINARY FORECAST

TOP 10 FOOD TRENDS

1. Locally sourced meat and seafood
2. Locally grown produce
3. Environmental sustainability
4. Healthful kids’ meals
5. Natural ingredients/minimally processed food
6. New cuts of meat
7. Hyper-local sourcing
8. Sustainable seafood
9. Food waste reduction/management
10. Farm/estate branded items
The Market

- Who are you selling to?
- Where are you selling?

<table>
<thead>
<tr>
<th>Customer Group</th>
<th>Who</th>
<th>Where?</th>
<th>What do you know?</th>
<th>What do they need?</th>
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What do you know about Your Customers?

**Demographics** – Who/Where are they?
Age, Gender, Income Level, Education, Marital Status, Household Type, Location, Occupation…

**Psychographics** – What is important to them
Activities, Interests, Opinions – Lifestyle

**Customer Type** –
Awareness/Relationship

**Preferences & Behavior**

**Non-customers**
Perceived barriers?
The Competition

- Who are they?
- Comparison

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<th>Competitor</th>
<th>Value to Customers</th>
<th>Strengths</th>
<th>Weaknesses</th>
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The Place (on/off farm)

- Roadside stands
- Farm markets & Pick-Your-Own operations
- Farmers markets and public markets
- Mail order, Internet-based sales &
- CSA – Community Supported Agriculture (Delivery)
- Auctions, Festivals & Other Events
- On location sales calls (delivery)
- Restaurants, Specialty Grocers, Institutions
- Other…
The Place- distribution

- Own delivery direct-to-buyer
- Shared delivery with other producers
- Pre-arranged pick up points
- Wholesaler or distributor working with restaurants

Each system has benefits/limitations and costs
The Place- distribution/storage

• How can you keep your product quality? (on/off farm)
• Harvest to Delivery
• Cost of Distribution and Storage
The Promotion

Print
– Business Card
– Brochure
– Price List

• Electronic
– Website
– Social Media (blogs, twitter, instagram, facebook, youtube)

• Other
– Elevator Pitch
– Directory Listings
– Uniforms

Keep Your Branding in Mind!
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<th>Marketing Activity</th>
<th>Who/Why</th>
<th>Cost</th>
<th>Success Indicator</th>
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The Promotion- PR

• Get involved in community activities
• Help sponsor community events
• Acknowledge referrals
• Press Releases (pre-write press releases for every week of busy season)
• Contests
• Media link on website with story ideas
• Deliver samples of ‘first picked’ to five most popular media outlets along w/media packet – other influential people
• Be an “Expert” Speaker
  • (speak to civic organizations (30-60 days before busy season)
• Have an answering machine message
• Cross Promotions &Cooperative Marketing
The Price

- What are customers willing to pay?
- What is your break-even point? Are all costs covered?
- How much profit do you want to make?
- What is your competition charging?
How Much $? Pricing Objectives?

– **Bottom Up** – ALL costs are starting point, then influences such as competition & market tolerance

– **Top Down** – Analyze range, set retail price, then analyze - costs covered / profit enough?

– What are customers willing to pay?
  (supply & demand, seasonality, competition, unique factors, perceived value)

- What image convey? Penetration, Rate, Skim
- Other Strategies: Bundling, Loss Leader, Impulse
Pricing my product

• **Formula A**
  - Materials + Labor (production time x hourly rate) divided by number of units/lbs = selling price per unit
    - Monthly: $1000 + (100 hours x $8/hr)/ 120lbs = $15/lb

• **Formula B**
  - Materials + Overhead + Labor (production time x hourly rate) divided by number of units/lbs = selling price per unit
    - Monthly: $1000 + $200 + $800/ 120lbs = $16.60/lb

• **Formula C**
  - Materials + Overhead + Labor + Profit divided by number of units/lbs = selling price per unit
    - Monthly: $1000 + $200 + $800 + $150/ 120lbs = $17.91/lb

Match this up to your GOAL/Income needed. Are you short, can you produce what you need to?
Kelly O’Bryant,
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