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Eggpreneur Poultry Farming Workshop Slides

Avery James

Lauren Serfas

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Marketing

Eggpreneur Training



Objectives:

- Understand the importance of marketing
- Define who the target customer is
- Find a good location to sell the product
- Set a competitive price
- Know how to advertise the product

What is Marketing?



Marketing is the action of promoting and selling products or services.



Why is marketing important?

Marketing allows you to:

- Understand the product's competition to determine the best place to sell
- Set a price that is competitive with similar products
- Advertise your product to attract more customers

Marketing is important to maximize the revenue from selling your product!

What is your product?

How can you specialize your product to make it different from similar products?



Pick any product that you might want to sell (for example: eggs, school uniforms, rosaries) and describe it in your workbook and to someone next to you.

Who is your customer?

- Who are the people that will buy your product?
- Do they live close to you? Do they live in another country?
- How much spending money do they have?
- Why will they want your product?

In your workbook, describe in as much detail who your customer is for the product you selected earlier. Why do you think it is important to be able to define your customer? We will discuss this as a group.



Where will you sell your product?

In determining where to sell your product, consider the following:



- Is there a need for your product there?
- Is there already lots of competition for products similar to yours?
- How many of your customers will be present at this location?
- What are the transportation costs?

In your workbook, pick two possible locations where you could sell your product and list the pros and cons of each. Then discuss which location you think will be best with someone next to you.

What will the price be?

Based on the place you have chosen, what is the current price of similar products? You may have to go to this place to determine this answer.



How does your product compare with the competitor's product?
Based on this answer, set your price slightly above or below it.

How will you advertise your product?

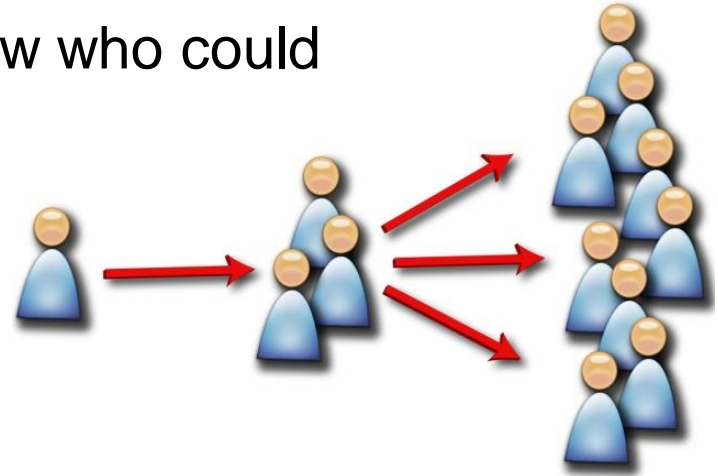
Advertising your product to your **target population** is extremely important. Think of where your **target population** lives, shops and works and consider how you can advertise your product to them in those locations.



How will you advertise your product?

Some possible sources of promoting your product include:

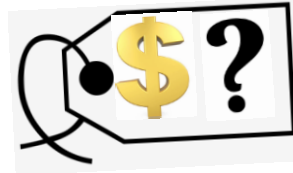
- Word-of-mouth (who do you know who could speak highly of your product?)
- Signs
- Flyers
- Free samples (depending on the cost of the product)



In your workbook, brainstorm ways and places you could advertise your product to your customer.

Review:

- Why is marketing important?
- What are the five components of marketing?
- Why is marketing useful for being a poultry farmer?



Questions??

