



## **Building the Marketing Plan**

### **Marketing Webinar for Direct Marketing Farmers**

#### **Session Assignment**

A key focus of the marketing plan is on conducting a SWOT (strengths, weaknesses, threats and opportunities) analysis. This will help you perform an in depth analysis of the current market opportunity for your products and business.

- 1. What are your strengths as an individual that will lead to your success as a direct marketer?**
  
  
  
  
  
  
  
  
  
  
- 2. What are your weakness that will impede your direct marketing success? With each identified weakness, what are your plans to overcome or resolve this issue?**
  
  
  
  
  
  
  
  
  
  
- 3. What are the strengths of your business that will lead to your success?**
  
  
  
  
  
  
  
  
  
  
- 4. What are the weakness of your business that will impede success. With each identified weakness, what are your plans to overcome or resolve this issue?**
  
  
  
  
  
  
  
  
  
  
- 5. Describe competing businesses in your area. What are they selling, what are the characteristics, what are their pricing strategies? Once you have outlined your competition, describe how your business/products will differ and why there is a need for your product in the marketplace.**

