



Getting Your Head in the Game

Marketing Webinar for Direct Marketing Farmers

Session Assignment

A market analysis is the assessment of market conditions and opportunities where you will do business. Learning the critical elements of your market area will help you to make important decisions on how you can be profitable with your target market.

- 1. Identify your geographic market area:**

- 2. Google your business and note where you see your business come up and the main points that are made about your business.**
 - a. Do these points reflect how you want your business to be perceived? If not, how are they different and what kinds of things can you do to change those perceptions?**

- 3. Google your product and note the articles that cover your product. What kinds of things you read will have an impact on your business, whether it is positive or negative?**

4. Within your defined target area, complete the following charts and respond to the questions that follow. (Add more rows as necessary.)

Competitors (list your competition)	Pricing strategy (i.e. high, low, discount)	Promotional strategy (ad messages; sales strategies, etc)	Potential threats to your business	Customer base (approximate numbers & their level of commitment)

- a. Do you see any trends happening within your industry; ie. Greater consumer interest; growth in restaurants featuring your products; increasing/decreasing trends in traditional foods vs ethnic

- b. Now that you have looked at your competitors, identify ways that you can fit into the marketplace; where are your opportunities to stand out and ways to overcome potential threats.

Demographics	Current census	5 years ago	10 years ago
Average age			
Education level			
Income level			
Size of household			
Ethnicity – Top			
Ethnicity – next highest			
Ethnicity – third highest			

- c. Noting any trends happening over time, how might these trends impact your business? If negatively, identify some ways that you can make changes to your business to minimize or reverse that impact.
- d. Based on the numbers and trends, identify those neighborhoods/areas that match your business needs and products. Explain how they match.