



To prepare the **Marketing Plan**, you will consider issues like:

- ♦ what the market looks like
  - ♦ potential customers
  - ♦ competitors
- ♦ what products are selling
  - ♦ is there more demand than supply
  - ♦ is your product different in any way
- ♦ price trends
- ♦ your strategy to put your products into the marketplace
- ♦ your competitive advantages

### **The Market**

Describe the industry you operate within. Highlight the market conditions that influence your business. Define the opportunities that exist within the industry as well as the industry-wide constraints that hamper your business.

Identify your potential customers and your competitors.

Identify major trends affecting the industry and your business. This could include information on:

- ♦ consumer preferences
- ♦ per capita consumption
- ♦ pricing and delivery options
- ♦ new technology

**Where and how do you get this information?** The more you know about your potential market, the easier it will be to find your niche. Important sources of information include:

- ♦ produce buyers
- ♦ salespeople and suppliers
- ♦ industry associations, conferences, seminars
- ♦ industry periodicals
- ♦ other growers
- ♦ government and business services
- ♦ newspapers and magazines

The more sources you use, the more reliable the information you gather will be. You may want to name your sources of information to increase the credibility of your plan. Additional detail would be included in the Appendices.

# Marketing Plan Example

## Marketing Strategy

- ♦ To expand product lines and advertise and promote these to build new markets.
- ♦ To expand amount of honey sold at farm gate.
- ♦ To add value to products.
- ♦ To work with retail outlets to promote product and build customer loyalty for our products.

### The Market

The beekeeping industry is essential to the environment for pollination services and for the pure natural hive products - honey, pollen, etc. Beekeepers are independent and individualistic. Most beekeepers come to the industry to enjoy the satisfying and interesting work with bees.

Honey and bee products have experienced low prices over the past few years. There is very little generic marketing of honey and little coordinated consumer education. There is also no quota or restriction on production.

Although most beekeepers focus on honey, some have expanded into alternate products and into value-added and specially packaged honey products. Other hive products (pollen, comb honey) are gaining customer recognition.

Current outlets (farm gate and contracted retail shelf space) can handle all the honey we can produce.

### Market Trends

Per capita honey use is static.

Opportunity to produce nuc's to fill markets in areas that are infested by varroa mites.

Demand for pollination services are increasing.

### Market Opportunities

There are no other large honey producers in the immediate trading area to compete for farm gate sales.

Contracted retail outlets allow special promotions.



## **Product**

The main objective of the marketing plan is to determine the products that you can sell. Your plan should discuss these products in terms of:

- ♦ consumer preferences (containers, sizes, ..)
- ♦ legal and political controls and regulations (labelling,..)

## **Pricing**

The price that you think you can get for the products provides a tool to decide whether a new product would be profitable and in what format. Your plan should indicate:

- ♦ how you set your price
- ♦ what you anticipate prices will be into the future
- ♦ how your prices differ from competitors pricing

## **Place**

Where and how you will be selling your products is the final leg of the marketing plan. What are your alternatives for getting the product to the customer - direct sales, retail outlets, bulk sales?

## **Promotion**

In your plan, what is your strategy to make consumers aware of your product? Your plan should outline the methods you will use to increase acceptance of the product and create interest in it.

**What about creating demand for new products?** If you are introducing a new product or producing a different product, who will you be selling to? How will you assess what your customers want?

Your packaging and promotion will then key in on the desires the customer has expressed.

# Marketing Plan Example

## Products

- ♦ **Honey:** liquid, comb
- ♦ **Alternate products:** pollen, nuc's
- ♦ **Value added products:** wax, packaging

## Prices

	1995	1996	1997	1998	1999
Honey-wholesale	0.95	0.98	1.00	1.05	1.10
-farm gate	1.25	1.25	1.30	1.30	1.35
-specialty	2.50	2.50	2.60	2.60	2.70
-comb	6.00	6.00	7.00	7.00	8.00
Wax-bulk	2.00	2.00	2.00	2.00	2.00
-candles*	17.50	17.50	17.50	17.50	17.50
Pollen-bulk	8.00	8.00	8.00	8.00	8.00
-packaged	15.00	15.00	15.00	15.00	15.00
Nucs	38.50	38.50	40.00	42.50	45.00

\* based on \$4.00 per pair

## Place

- ♦ Honey, pollen, comb honey, wax products
  - current retail outlets
  - existing "farm-gate" customers
- ♦ Nuc's
  - lower mainland
  - local area

## Promotion

- Retail outlets
  - special promotions to feature pollen, comb honey and wax products
  - more colorful displays in current shelf space
  - new labelling and packaging
- Farm-gate
  - signage
  - display area
  - labelling and packaging
- Nuc's
  - trade magazines
  - local bee clubs