

Articles of Northeast Beginning Farmers

Marketing Worksheet

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To view this worksheet in the context of the tutorial it's a part of, please visit the [Marketing Tutorial](#).

Your Marketing Plan

- 1.
2. This worksheet is adapted from the publication "Starting an Ag Business? A Pre-Planning Guide" by Steve Richards, 2004. Ask yourself the following questions about each potential enterprise:
3. Describe your product or service. What are its attributes, its benefits?

4. Who is likely to buy this product or service? What are the characteristics of this customer?

5. How are you going to reach your customer? Wholesale? Retail? How many of these

customers are nearby?

6. How will your customer find out about you and the products you offer?

7. What range of prices might you expect to receive (depending on where you market your

product or service)?

8. Who is your competition and what do they offer? What makes your product or service better?

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