

# NICHE MARKETING FOR PRODUCERS



This article is for farmers want to buy.

want to earn a little ily move ahead;

only to find they tional produce; unable to sell the addihope of earning more have grown more in the

cassava; market flooded sava only to find the grow and harvest casbroke their back to they do no like the do not buy because to grow and customers have switch to higher taste, color, shape, etc. to find they cost more yielding varieties only with

crop or have developed have grown a ample, santol or guava a new product, for exmem.

> point in producing someing research. There is no thing that people do not keting begins with market- promotion. customer but rather with what the gins not with the product, needs and

more to help their fam- want. There is no point in value. We are to build were what customers need and want. what customers need and people do not want to buy, are to build friendly, mutuproducing something that strong Producers need to find out ally beneficial relationships Producers need to find out

viding a service you can provide a service we will make a profit--if we don't service with profit. By proservice. We have to link are providing a valuable and requested service. We tomer, providing a needed serve. We are providing a We select whom we are to product geared to our cus-A process of selection. not make a profit.



wants. In other words mar- through well thought out customer. Marketing be- negative. You can market The priority of the style: positive, neutral or tudes, lifestyles, etc. images, can 'create' behaviors, demand You atti-

with the customer. It imare to provide value for states we need to cultivate ucts will be kept. It implies delivering consistent qualimitments to supply prodto cheat customers. be honored and that complies that agreements will our customers. We are not The concept of marketing Relationship relationships. building. We We

keting? between selling and mar-What is the difference

keting. Selling is when we between selling and marpamphlet for customers have an item and look the For the purpose of this we distinguish

> including labels; The brand high quality and local pro-The appearance, name.

#### PRICE

gifts.

tourist seeking 'omiyage duction, and Japanese

to location and type of con-Price variations according sponse to a new product; Competitors' wholesale Competitors' price reand retail prices; sumer.

marketing:

Opportunities for niche

is an advantage for any

Palau's pure Pacific image

producer who wants to di-

#### PLACE

export a quality product or

enter local or specialty

rect marketing to visitors,

Where and how to sell the How distributors can be Advantages of different types of distributor; supplied; product;

markets.

Distributors' requirements in terms of quantity, deliv-The costs involved in the various distribution opery and price;

## PROMOTION

tions.

that are used, such as free The advertising required Other promotional tools samples;

Costs involved with various Methods of setting prices types of promotion;

can help you market your An attractive brand name products

### WHERE TO LOOK FOR YOUR NICHE MARKET?

- Geographic areas e.g. Demographics: age, docks, tourist spots ...
- nationality, sex, class, Personality & lifestyles
- Benefit & occasions: Culture & status
- Health conscious & custom