



# BRINGING YOUR PRODUCT TO MARKET

The research required to be  
successful.

# AGENDA

Primary Market Research

Market Assessment

Customer Demographics

Pricing and Placement

Bring it to market



# ABOUT ME

Have worked in Local Food for over 15 years

Work with Local Food Co-ops Across Ontario

Small Farm Owner

# DISCLOSURE

Will Not be Talking about Online Sales or Social Media  
Seek the Pros for that

We don't have to all agree

Participate and Share

# BUSINESS PLAN BASICS

- **Business Overview**
  - What is are your products, what services do you offer, where will you sell, how will you create the products or conduct the services you offer
- **Human Resources**
- **Operational Plan**
- **Market Research**
- **Financial Plan**
  - Start Up Cost
  - Monthly Cash flow
  - Projected Income
  - Balance Sheet

# MARKET RESEARCH

## Why Bother?

### **Your time is valuable**

- Doing market research can identify if your product idea is feasible

### **You deserve to be successful**

- Doing market research will allow you to identify product development needs to be successful.

# PRIMARY MARKET RESEARCH

## **What do you need to know**

1. Who are your potential customers?
2. Who is your competition?
3. Why do customers purchase from your competition?
4. How much do they spend on said item?
5. Are they looking for another of the same product? What needs to be different?

# PRIMARY MARKET RESEARCH

Goal #1 : to collect information directly from potential customers about your new product.

- Survey
- Focus Group
- Customer Interviews

Goal #2: To get survey data from 20 people of varying demographics (age, gender, income status)

## But who can you ask?

- Your Children's Teacher?
- You dentist and dental assistant when your in for a check-up
- You business account manager at the Credit Union or Bank
- Staff at your regional business center
- Staff at the regional Community Economic Development Center
- Customers at Market
- Church Community



# PRIMARY MARKET RESEARCH

## **Exercise**

In a group do some primary research on a potential handmade ice cream business.

Need one note taker /facilitator

Ask everyone at the table the questions as outlined

Summarize your findings in the last column

# MARKET ASSESSMENT

What is the demand for your product	Who are your competitors?
Where is are similar products being sold?	What are their strengths
If there isn't a similar product sold locally where is it sold and how much is being sold?	What are their weaknesses?
Is there an excess in supply for your product or is there a lack of supply?	What are your opportunities compared to them?
What makes your product special or different?	What challenges will you face in competition with them?

# MARKET ASSESSMENT

Stores	Current Average Volume per Week	Do you Carry Y/N	Avg Retail Price Per _____ of _____	What Are Your Top 3 Selling Brands of _____	Would You Be Interested In Carrying _____ Y/N	If Yes How Much Volume Would Initially Carry Per Week (in unit)	What is The Expected Price Markup	Would You be Interested In any other features or products _____	Additional Comments
Two Cow Ice Cream Parlor									
Big Moose Ice Cream									
Pino's									
Paeseno Foods									
Total									

# CUSTOMER DEMOGRAPHIC

## **1. What are the market trends?**

A. Is the market for the product growing? Is it slowing

## **2. Who are the highest likely customers to purchase your product?**

A. women, men, millennials, teenagers, kids, the household grocery shopper, grandparents, caregivers

B. What age are they?

## **3. What is their income bracket?**

A. Average spending on said product, average grocery spending

# CUSTOMER DEMOGRAPHIC

## **4. What are their shopping habits?**

A. Large super stores, several independent stores, farmers market, online

## **5. How many potential customers are there in your area?**

## **6. What is important to them?**

A. Quality, ingredients, price

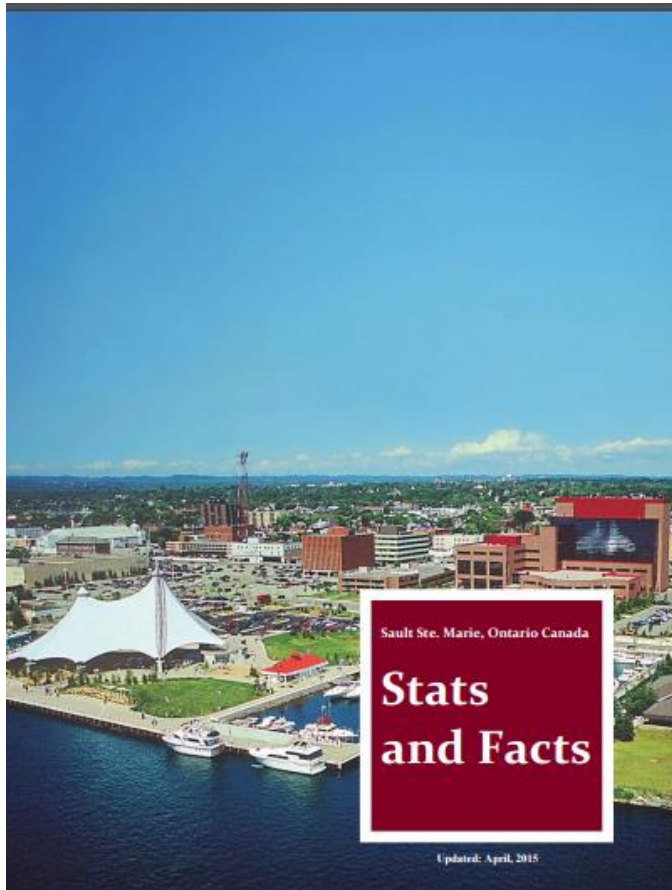
B. Convenience, where it comes from

## **7. What are barriers to meeting their needs as customers?**

A. Location

B. Price

# CUSTOMER DEMOGRAPHICS



## I. DEMOGRAPHICS

Population	
Sault Ste. Marie, Ontario	75,141
2006 to 2011 population change (%)	0.3
Total private dwellings	33,901
Population density per square km	336.6
Land area square km	223.26



Source: Statistics Canada 2011

Age Characteristics of a population:	
Total: all persons	75,140
Total Male:	36,115
Total Female:	39,030

Source: Statistics Canada 2011

Population Breakdown by Sex and Age:			
Age	Male	Female	Total
0-4	1,805	1,650	3,450
5-9	1,715	1,735	3,450
10-14	1,965	1,795	3,770
15-19	2,405	2,305	4,705
20-24	2,380	2,370	4,750
25-29	2,050	2,170	4,220
30-34	1,945	2,125	4,070
35-39	1,915	2,085	3,995
40-44	2,200	2,270	4,470
45-49	2,735	3,095	5,830
50-54	3,065	3,450	6,515
55-59	2,850	2,965	5,810
60-64	2,575	2,695	5,275
65-69	1,880	2,125	4,005
70-74	1,585	1,860	3,445
75-79	1,365	1,620	2,985

# PRICING AND PLACEMENT

Expandable Consumption			PRICE
	LOW		
Fixed Usage			
	Commodity		

# PRICING AND PLACEMENT

3.99/ 2L



4.99/ 1.5L



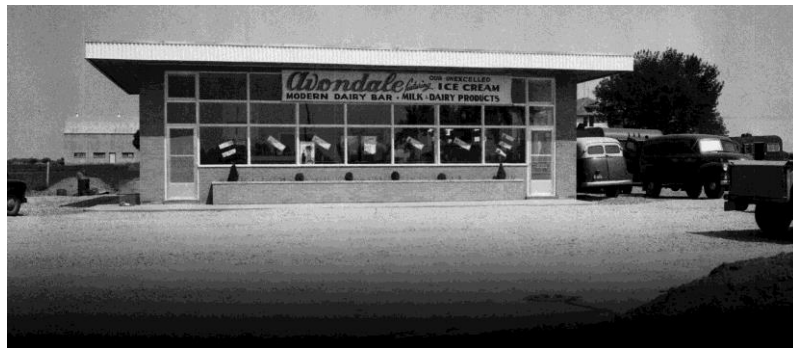
6.99/473 ml



7.50/ 500 ml



Single Scoops range from \$2.50 – 3.75, with many add on features for extra prices.



Niagara On The Lake



Kingston



Picton



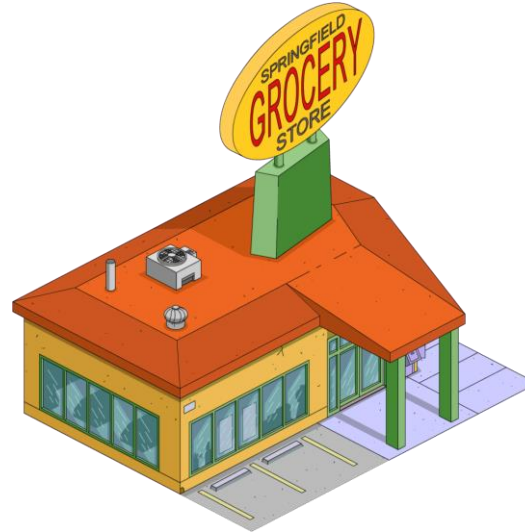
# PRICING AND PLACEMENT



Blend of high and low value foods  
Low to Med inventory turns due to customer volume



Affordable Specialty excursion/  
Treat  
Seasonal Customers



Affordable  
High Volume Customers



High Value Products  
Low Med Volume Customers

# BRINGING IT TO MARKET



# BRING IT TO MARKET

## For Retail Businesses

- **Presentation**
  - Branding
  - Signage
  - Clear Pricing
- **Customer Service**
  - Knowledgeable Staff
  - Sell the product
  - Be willing to help
  - Offer solutions
- **Name Recognition**
  - How will they remember who you are?

# BRING IT TO MARKET

## **For Wholesale Businesses**

### **Packaging**

- Good Labeling
- Packaging

### **Promotional Material**

- Shelf Talkers
- Bag Stuffers
- Coupons
- Provide retailer with sample and demo product

### **Educational Material for store staff**

- Why are you special
- What is in your products
- How is your product made
- Answer all the specialty diet questions

# BRINGING IT TO MARKET



No label



Well crafted label with key information

# BRING IT TO MARKET



Taped on Label



Waterproof Label with nutritional information and Barcode

# SUMMARY

- Research, Research, Research
- Cost of Production and Pricing
- Product Packaging and Branding
- Complete a business plan

# RESOURCES

## Business Sault Ste. Marie

Civic Centre

99 Foster Drive, 3<sup>rd</sup> floor

Sault Ste. Marie, Ontario

P6A 5X6

**Statistic Canada** - Statistics

**Ontario Ministry of Food and Rural Affairs** – Cost of Production, Market Information