

**Part1**

# **Marketing Plan Workshop:**

## **The ABCs of Preparing a Marketing Plan**

**By**

**Edward 'Gilly' Evans  
Assistant Professor**

**Tropical Research and Education Center**

# Introduction

## Structure of the Workshops:

- Series of Workshops
- Combination of lectures and assignments
- Follow up one-on-one consultancy

# Introduction

## Objectives of Marketing Workshops:

- Provide you with practical guide to the basics of developing a marketing plan
- Provide you with all of what you really need to know, from a practical point of view , to develop a marketing plan
- Help you learn how you can identify and evaluate market opportunities (niche markets)

# Introduction

## Objectives of Marketing Workshops:

- Provide you with a practical guide to the basics of developing a marketing plan
- Provide you with all of what you really need to know, from a practical point of view, to develop a marketing plan
- Help you learn how you can **identify** and **evaluate** market opportunities (niche markets)

**Evaluate market demand  
for an existing produce**

# Introduction

## Objectives of Marketing Workshops:

- Provide you with a practical guide to the basics of developing a marketing plan
- Provide you with all of what you really need to know, from a practical point of view, to develop a marketing plan
- Help you learn how you can **identify** and **evaluate** market opportunities (niche markets)

**Evaluate market options  
for new products**

# Introduction

## Objectives of Marketing Workshops:

- Provide you with a practical guide to the basics of developing a marketing plan
- Provide you with all of what you really need to know, from a practical point of view, to develop a marketing plan
- Help you learn how you can **identify** and **evaluate** market opportunities (niche markets)

**Evaluate market demand  
for value added products**

# Introduction

In this Workshop you will learn how to:

- **Identify the main components** of a marketing plan
- **Conduct market research:**
  - Situation Analysis (knowing your business)
  - Product Analysis
  - Target Market Identification and Description
  - Sources of advice, information, and assistance
- **Prepare a simple marketing plan**

# Introduction

## The Team:

- **Edward ‘Gilly’ Evans** (Trade and Extension Economist, UF-TREC)
- **Daniel Rodriguez** (Agribusiness Specialist, IICA)
- **Frank Lam** (Agribusiness Specialist, IICA)
- **Ray Rafie** (Agricultural Development Agent, UF-Miami Dade County Extension)
- **Sikavas Nalampang** (Economic Analysis Coordinator, UF-TREC)
- **Oscar Mendoza** (student)



# Why Do I need a Marketing Plan?

By



**Edward 'Gilly' Evans**  
Assistant Professor

**Tropical Research and Education Center**

# Overview

- **Why planning and marketing are important for your business**
- **Components of the Marketing Plan**



**Why is marketing  
important?**

# 2007 Toyota COWrolla

*Clean Air*

*Energy Efficient*

*Sun Roof*



**The New Toyota Cowrolla!**

# Study of Food Marketing

- **Macro-marketing** concern with:
  - *How the food system is organized*
  - *How well it performs its economic and social tasks*
  - *How the food system is changing over time*
- **Micro-marketing** concern with the individual firms:
  - *The tools of marketing management to develop strategies that are designed to satisfy customers at a profit.*
  - *Characterized by competition, new product development, market research, demand stimulation, creative pricing and distribution strategies, customer service, and other marketing management tactics.*

# What is Planning?



**Planning is deciding what routes  
can take you where you want to  
go and choosing the one that best  
fits your goal**





- 1. First must establish **goals****
- 2. Must identify the quantity and quality of **resources** that you have to meet the goals**
- 3. Must **identify alternatives, analyze them and select** those that will come closet to meeting your goals.**

# What is Marketing?



Marketing is finding out what your  
customers **want/need** and  
supplying it to them at a **profit**





Marketing is all the business activities involved in the **flow** of goods and services from the **point of initial production** until they reach the **ultimate consumer**.

1. The marketing process has to be customer oriented.
2. The task of marketing is to convert society's **needs** and **wants** into **profitable** opportunities.
3. Marketing is a **customer** oriented function.
4. For marketing to be successful, the business must have **customers**.
5. The essence of marketing is **customer** "management decision making."

**Without customers  
the business is  
out of business**

1. The marketing process has to be customer oriented.
2. The task of marketing is to convert society's **needs** and **wants** into **profitable** opportunities.
3. Marketing begins with production.
4. For marketing to be sustainable it must be **profitable** to all participants.
5. The essence of marketing is "marketing."

**Golden Rule:**  
Produce what you can sell,  
rather than trying to Sell  
what you have produced

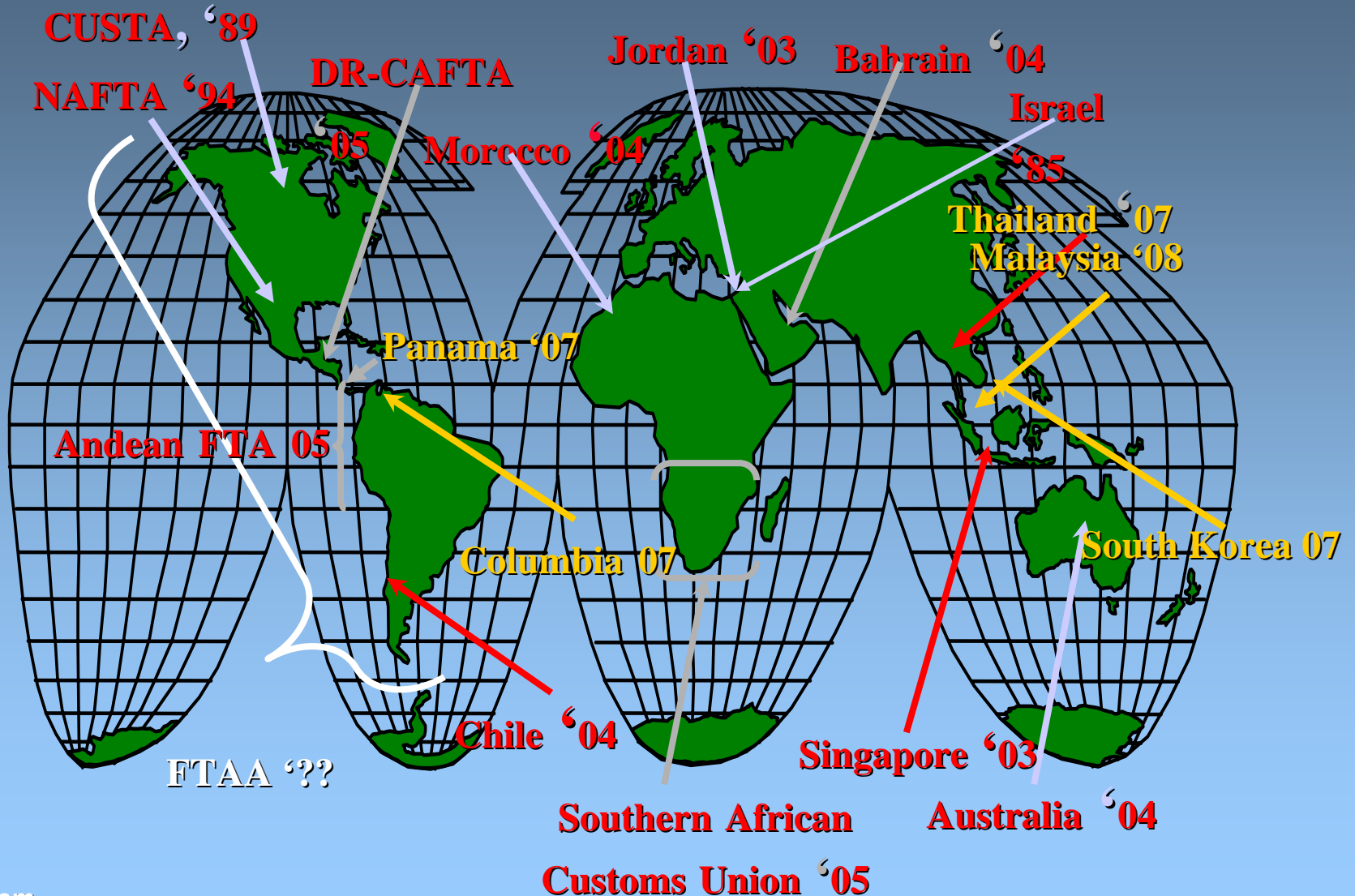
1. The marketing process has to be customer oriented.
2. The task of marketing is to convert society's **needs** and **wants** into **profitable** opportunities.
3. Marketing begins with production.
4. For marketing to be sustainable it must be **profitable** to all participants.
5. The essence of marketing is “management decision making.”

# Reasons Why Planning and Marketing are important

1. In today world **it takes careful planning and understanding of the market place** to survive and be successful.



# 18 Trade Agreements Completed or Pending



*Implication:*

*Globalization means increased  
competition*

*Increased competition means doing all  
that you can to **retain** your existing  
customers and/or **attract** new ones*

*Retaining your customers means  
continuing to deliver satisfaction*

*Attracting new customers means  
promising and delivering better value  
than your competitors.*

# Reasons Why Planning and Marketing are important

## **To retain and attract new customers:**

- Know who your customers are.
- Understand their purchase and usage behavior.
- Clearly understand their preferences, likes, dislikes and evaluation criteria.
- Have mechanisms to ensure that there are clear, unambiguous signals continually being sent back from the consumers.
- Must constantly strive to improve your product and ensure that you are meeting consumer requirements—retain and attract.

**“Without Customers a business is out of business”**

**Marketing Plan** will therefore help you to:

- **Define your customers or target market**
- **Tailor your product, pricing, distribution and promotional strategies to satisfy that target market**

**What is the  
relationship  
between Market  
Research and a  
Marketing Plan?**

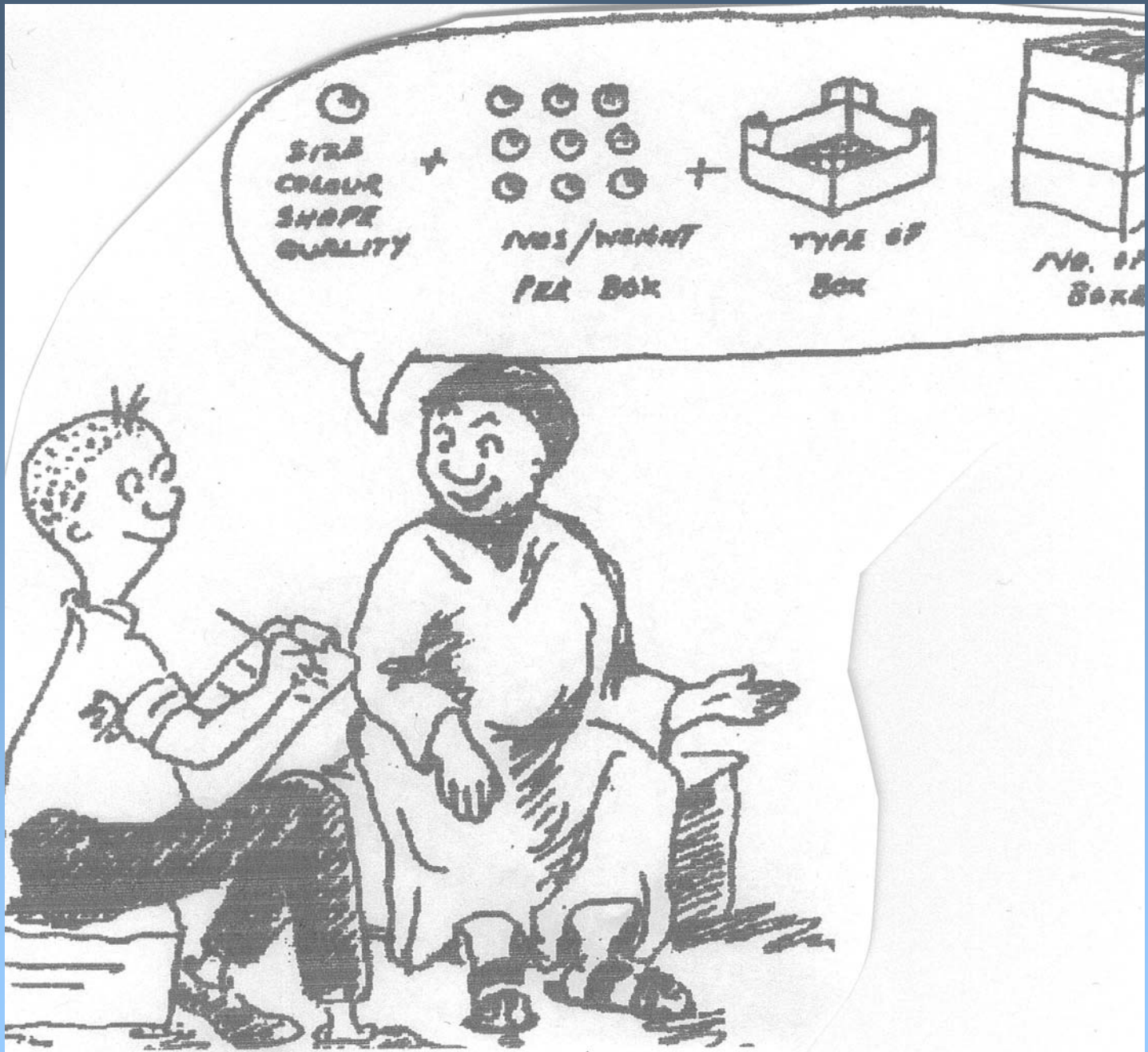


**Market Research**



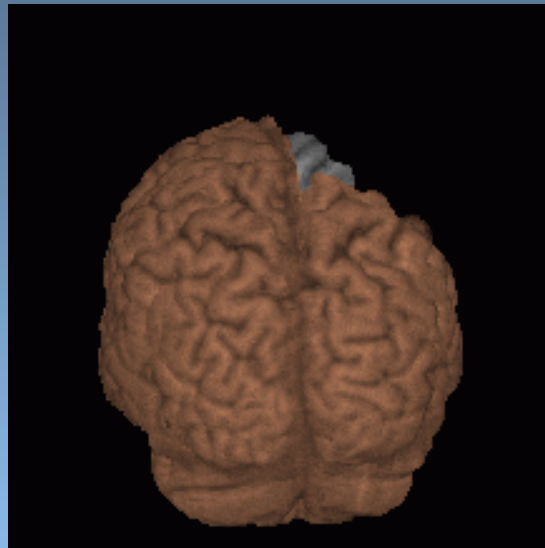
**Marketing Plan**

- **What is your product?**
- **What market do you serve?/Who are my customers?**
- **What are the unique features that distinguish my product from the others?**
- **What is the best way to get my product into the hands of the consumers that I am targeting?**
- **How should I price the product?**
- **How should I promote it?**
- **How is the market I am targeting changing or is likely to change? Eg. Market for organic crops**



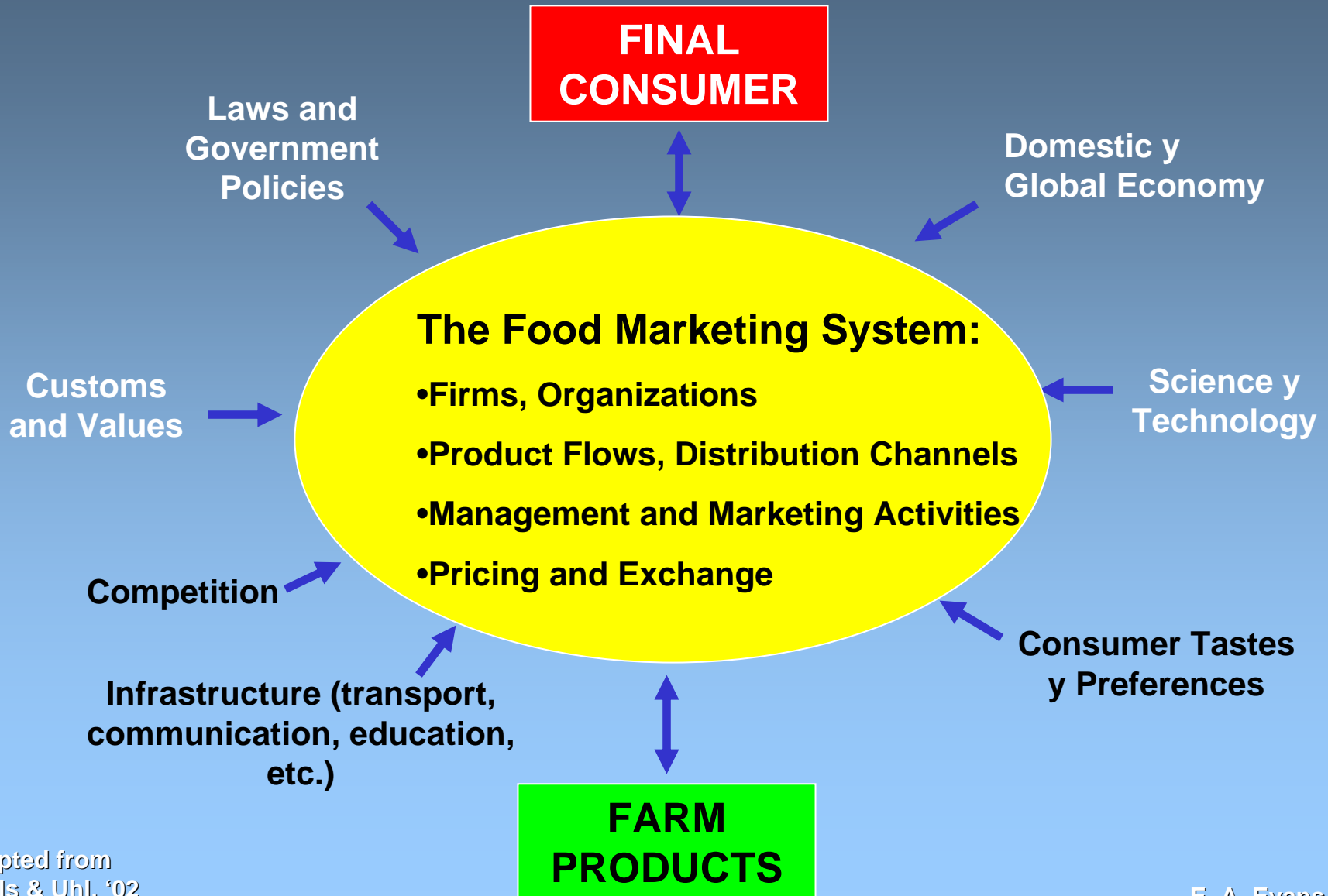


# Inside of the Consumer's Brain



**The value an individual places on a good or service is derived from a complex mix of: cultural, ethical, moral, climatic, wealth etc.**

# The Changing US Food Market System



**Profitability is not  
about what you  
can produce but  
how much you can  
sell**



$$\textit{Profit} = \textit{Volume} \times (\textit{Price} - \textit{Cost})$$





**Why do I need a  
marketing plan?**

# Old Agriculture vs. New Agriculture

## Major Changes Include:

- **Concentration of power** among the retailers (market power over shippers/growers and consumers).
- **Supermarkets have merged**, acquired new stores and have grown larger
- **Mass merchandisers** such as Wal-Mart, Kmart and Target emphasizing “every-low-price”
- **A tendency for the retailers to skip the middlemen** (wholesalers) and to deal directly with the shippers/growers.
- **Retailers dictating** variety, quantity, quality, packaging, delivery date and price. Also, charging “slotting fees”

# Old Agriculture vs. New Agriculture

## Major Changes (continued):

- ***Rising proportion of foodservice /restaurant sales***
- ***Increased Imports***—Imported food is one of fastest growing categories in many supermarkets;
- ***Increasing Demand*** for greater variety and quality in fresh produce;
- ***Rising Demand*** for fresh produce year round
- ***Increased concerns about food safety and environmental issues***
- ***Greater demand for functional foods, e.g. healthy, diet, organic***
- ***More contractual arrangements*** between growers/ shippers and buyers

# Components of Marketing Plan

1. Executive Summary
2. Goals
3. Business
4. Customers
5. Competitors
6. Product or Service
7. Location
8. Budget
9. Pricing Strategy



# Concluding Remarks

## Key Points to Remember:

- Without customers a business is without business
- Golden Rule: Produce what you can sell, rather than trying to Sell what you have Produced.
- Profitability is not about what you can produce but how much you can sell
- Planning allows you to look before you leap.

**Thanks!**

**<http://agecon-trec.ifas.ufl.edu/>**