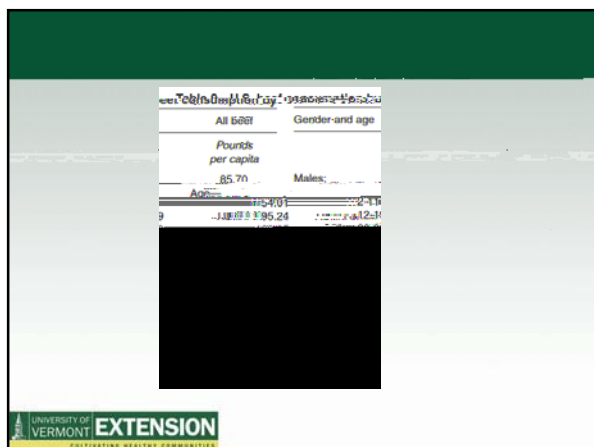


Finding Secondary Research

- USDA Economic Research Service
- USDA Agricultural Marketing Service
- Bureau of Labor Statistics
- Associations and trade organizations
- Popular media (for coming trends)



Creating Your Customer Profile

- Demographics
 - Age, income, education



Product

A bundle of attributes (features, functions, benefits, uses) capable of exchange and/or use

Products exist to satisfy an individual or an organizational objective

Know your audience and be able to communicate your "product" effectively



Satisfying Needs

- Usage: the physical use of a product
- Service: an intangible benefit (can be measured but not easily).
 - The Brand Experience



| Nutrition Facts | |
|----------------------------|------------|
| Serving size 2 Tbsp (30ml) | |
| Amount per serving | |
| Calories | 110 |
| Total Fat 1g | 2% |
| Sodium 10mg | 20% |
| Total Carbohydrate 10g | 20% |



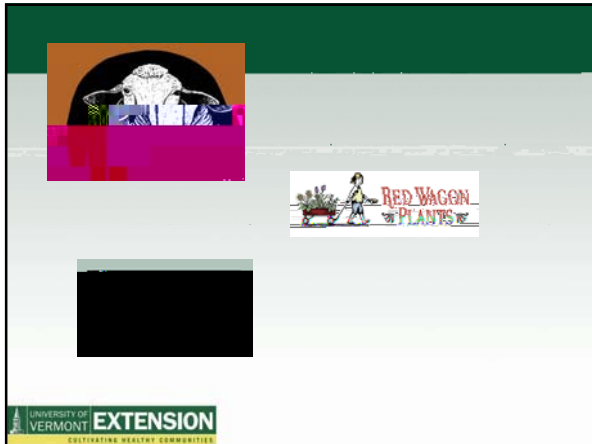
Product Features

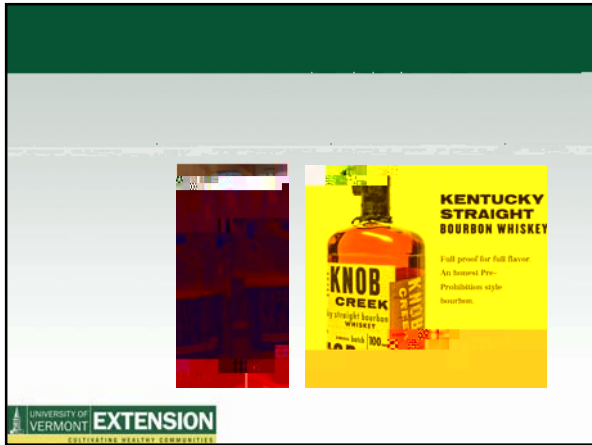
- Color
- Size
- Raw materials
- Style
- Quantity
- Flavor
- Purpose
- Value

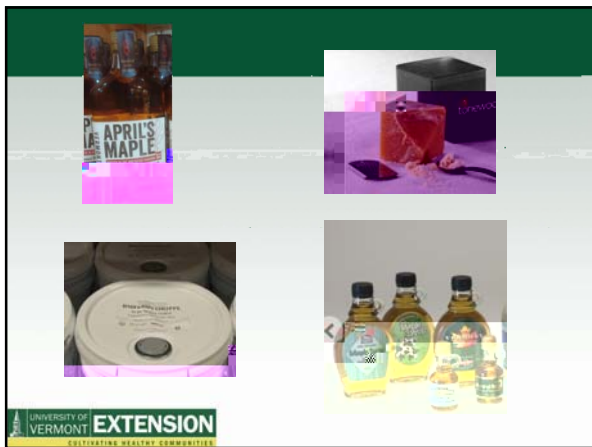
no Nutritional Claim o e o











Promotion

Communication Channel

- In a digital era, communications have shifted to relationships and dialogue.
- Repetition and reliability are important
- Analytics become key to measuring engagement.

