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Worksheet 4T.12: Marketing Strategy Summary (<http://misadocuments.info/4T.12MarketingStrategySummary.pdf>)

MARKETING STRATEGY SUMMARY

Use the space below to describe your marketing strategy for crops, livestock products and processed products or services. If your strategy varies by crop or product—as it likely will—make a copy of this worksheet and complete one for crops and one for products and services.

Begin by summarizing marketing trends and opportunities. Provide information from your research (e.g., information obtained during conversations with buyers and others). Next, in three to four sentences, describe your buyers and your plans for accessing markets. List your competitive advantage in each market and then briefly describe your whole-farm marketing strategy for crops and products. If using AgPlan, include this information in the *Marketing Strategy* section.

Opportunities (List industry-wide opportunities and those that are unique to your business):

Strategy Description:

Buyers and Terms of Sale:

How will you gain access to buyers or markets?

continued →

TASK 4

Competitive Advantages:

Legal Obligations (Will you require an OSPH?):

Feasibility (Does your marketing strategy seem viable?): _____ (If “yes,” prepare your business plan input statements below. If “no,” list the problems or hurdles below, then revise your marketing strategy accordingly. If there are significant problems, you may want to return to the strategy alternative(s) listed on **Worksheet 4T.1: Whole-Farm Strategies** and begin again.)

Business Plan Input - Marketing Strategy Summary: (Summarize operations opportunities, your strategy and how it addresses opportunities, resource needs, resource acquisition plans and legal obligations. Record in AgPlan when ready.)

Does this strategy still look like the best option, or should you consider an alternative?
