

A PRIMER for Selecting New Enterprises for Your Farm:

MARKETING 3: Additional Product Considerations Worksheet

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Marketing 3

ADDITIONAL PRODUCT CONSIDERATIONS

What special quality considerations do you anticipate will be expected from your major targeted markets?

What opportunities are available to improve features of the product through on-going product development?

Where are product improvements likely to come from? University research? Own farm research? Other?

Is the success of this product dependent on consumers recognizing distinctive features about the product?

Identify the three features you think customers/consumers value the most about your product.

1. _____
2. _____
3. _____

How are these features promoted?
