

**A PRIMER for Selecting New  
Enterprises for Your Farm:  
MARKETING 1 - Rating Market Factor Worksheet**

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# Marketing 1

*Rate the following market factors or opportunities on a scale of 1 to 7.*

	LITTLE OR NONE				CONSIDERABLE		
	1	2	3	4	5	6	7
<b>MARKET SATURATION</b>	1	2	3	4	5	6	7
<b>CONSUMER AWARENESS</b>	1	2	3	4	5	6	7
<b>PRICE PREMIUM FOR KENTUCKY PRODUCT</b>	1	2	3	4	5	6	7
<b>REGULATION, INSPECTION, GRADING</b>	1	2	3	4	5	6	7
<b>EXISTING GRADING AND DISTRIBUTION INFRASTRUCTURE</b>	1	2	3	4	5	6	7
<b>OPPORTUNITY FOR BRANDING</b>	1	2	3	4	5	6	7
<b>OPPORTUNITY FOR SERVICE ADD-ONS</b>	1	2	3	4	5	6	7
<b>OPPORTUNITY TO DIFFERENTIATE PRODUCT</b>	1	2	3	4	5	6	7