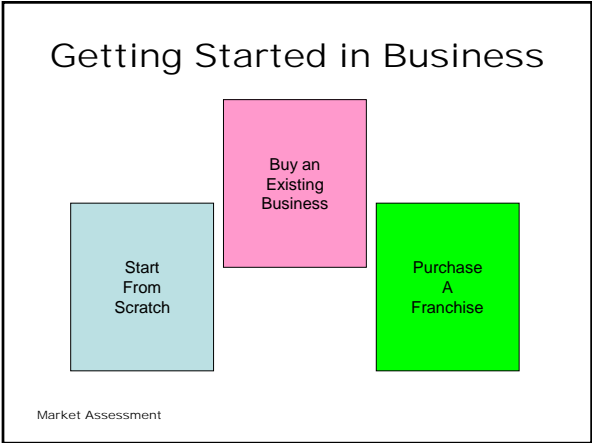
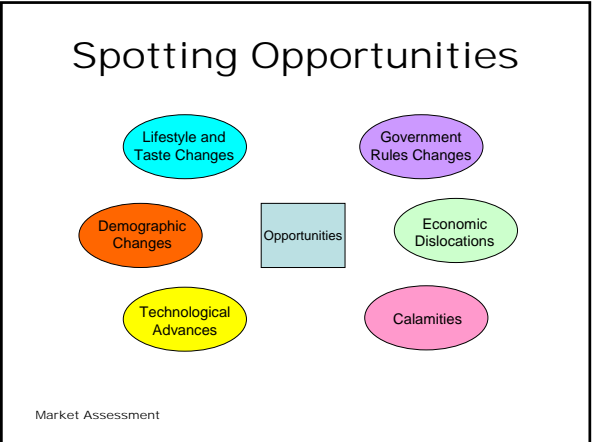


Market Assessment



- ## Market Assessment
- Structured approach to defining demand potential
 - Identify customers
 - Who
 - How Many
 - Where are They
 - How to Reach them
 - What motivates them to buy?
 - How Big is the Market?
 - Is the Market Growing?
-
- Market Assessment

- ## Why Do It?
- Understand the Opportunity
 - Identify Sales Opportunities
 - Reduce Business Risk
 - Spot Problems
 - Plan Your Marketing Approach
 - Better Decision Making
-
- Market Assessment

- ## Market Research Goals
- How Big is the Market?
 - Is the Market Growing?
 - Describe "Perfect" Customer
 - Demographics
 - Age
 - Gender
 - Economic
 - Income
 - Spending Habits
 - Geographic
 - Location
 - Where they Buy
 - Psychographic/Behavioral
 - Why they Buy
 - Lifestyle
-
- Achieving these Goals Drives the Marketing and Sales Plan
- Market Assessment

Terminology

- Market
- Industry
- Segmentation
- Target Market
- Niche Market
- Target Customer
- Positioning



Market Assessment

Markets & Industries

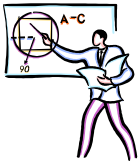
- Markets consist of Customers - Buyers
 - People or Businesses
 - Willingness to Buy
 - Ability to Buy
 - Unsatisfied or Unmet Needs
- Industries consist of Sellers
 - Participants in the Value Chain
- **Socially and health conscious families** desiring to eat **organic food**



Market Assessment

Segmentation

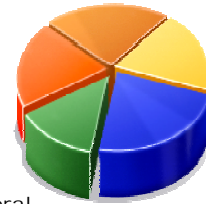
- The Division of Broad Markets into Smaller Groups Sharing Similar Needs and Attributes
- Recognizes the Existence of Several Distinct Segments
 - Gourmet Chefs vs Cooks
 - Vegans vs Vegetarians



Market Assessment

Segmentation

- Segmentation Axes
 - Demographics
 - Age
 - Gender
 - Economic
 - Income
 - Spending Habits
 - Geographic
 - Location
 - Where they Buy
 - Psychographic/Behavioral
 - Why they Buy
 - Lifestyle



Market Assessment

Target Market

- The Segment(s) on which Your Business can Focus
- The Segment(s) in which Your Business is Advantaged
- Your **Niche Market**



Market Assessment

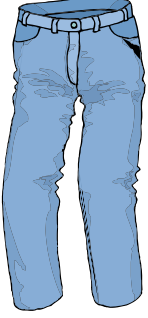
Target Customer

- Those Customers, when presented with perfect information about your product or service, along with your competitors', will buy yours



Market Assessment

Positioning



- How your target customers' perceive your product vis a vis competing alternatives
- Consciously molded by your market strategy
- Independently internalized by your customers

Market Assessment


Market Research Result



Market Assessment

Market Research


- Primary – Do Original Investigation
 - Direct Observation
 - Surveys & Questionnaires
 - Interviews
- Secondary – Use Existing Data
 - Internet Searches
 - Trade Publications
 - Libraries



Market Assessment

Primary Research

- Work in the Industry
- Act Like a Customer
- Visit Competitors
- Surveys & Questionnaires
- Interview
 - Friends & Family
 - Potential Customers
 - Experts



Market Assessment

Secondary Market Research

- Industry reports written by professional research firms and/or associations
- Industry Overview & Snapshot
 - Where is the Market Going?
 - Overall Growing or Shrinking?
- Limitations
 - Not local market specific
 - Not product specific
 - Cannot query



Market Assessment

Market Research

- Step 1 – Identify Industry – NAICS
- Much data organized around NAICS code
- North American Classification System
 - <http://www.census.gov/epcd/www/naics.html>



Market Assessment

Market Research

- Step 2 – Get General Information about your Geography
- http://factfinder.census.gov/home/saff/main.html?_lang=en



Market Assessment

Market Research

- Step 3 – Identify Professional Trade Association Information Sources



Market Assessment

Secondary Market Research

- Oregon Association of Nurseries
 - After growing only 4% between 2004 and 2005, market grew 10% to \$966M in 2006.
 - 2007 growth anticipated to be 8% slowing to 5% in 2008
 - 2006 growth due to increasing prices and increasing volume
 - Steeper competition from imports
 - Shrinking pool of workers
 - Anticipating slow down in housing market



Market Assessment

Market Research

- Step 4 – Identify Your Target Market – Segment & Focus
- <http://econ.oregon.gov/>



Market Assessment

Market Research

- Step 5 – Describe Your Target Customer



Market Assessment

Results



- General Market & Industry Description
 - Size
 - Growth
 - Trends
- Segmentation Basis
- Target Markets Description – Niche
- Target Customer Description

Achieving these Goals Drives the Marketing and Sales Plan
Market Assessment