



Agricultural Business Planning Webinar Series
Part 2 – UNDERSTANDING YOUR MARKET &
DEVELOPING YOUR MARKETING PLAN

UNDERSTANDING YOUR MARKET

Location S.W.O.T. Analysis

STRENGTHS	WEAKNESSES
OPPORTUNITIES	THREATS

UNDERSTANDING YOUR MARKET

What Market Need are you serving?

What types of customers could you serve?

Define your Primary Target Market:

Define your Secondary Target Market:

How will they get your products? (Distribution Channels)

What Market Research do you need to do?

Describe the image / brand that you want to portray to your Target Market:

How can you communicate this image?

SAMPLE MARKETING PLAN MATRIX

Event	Daily	Weekly	Monthly	Quarterly	Semi-Annually	Annually
Website Blog Post						
Social Media Post						
Press Release						
Newsletter						
Featured Story						
On-the-Farm Event						
In-store Demonstrations						