

**“Marketing your maple syrup products”  
Worksheet for Module 05**

1. Review the Worksheet from Module 3 - Marketing your syrup products. Now is a great time to make any notes or changes. Consider where you are currently selling your product and you would like to expand or enter. You may have specific places for your syrup sales or more general markets such as “retail”.
  
2. Revisit: What are YOUR 4 P’s?
  - a. What is your product?
  
  - b. Price?
  
  - c. Place?
  
  - d. Promotion?

<b>Maple Product</b>	<b>Container Type</b>	<b>Size</b>	<b>Price</b>	<b>Place</b>	<b>Promotion</b>
Maple syrup (existing product)	Plastic	Quart	\$19.00	Tamarack	Shelf shoppers, recipe cards, tastings
Maple cotton candy (new product)	Plastic Sleeve	6 ounces	\$5.00	Fairs & festivals	Demonstration, samples

3. Questions you should consider:

- a. Who are your target customers and what do they value?
- b. Who are the competitors? Where are they marketing their products?
- c. Can you link your planned/anticipated production with market potential?
- d. What types of market resources do you have? Need?
- e. Other marketing related questions you may have?
- f. Is entry into your target markets feasible? Why or why not?

4. Determining where you want to sell your product(s) may impact your charts above. Go to the Distribution attachment and circle the markets you are currently selling your maple products in. Place a checkmark next to the market(s) you want to consider for the future. Transfer your answers to the chart below:

Direct	Intermediary	Other (describe)	Challenge(s)	Opportunity(ies)

5. Thinking ahead, here are components of a Marketing Plan (sub-headings) that you might consider using. These can come from the outline for your marketing plan.

- a. Executive summary of the plan (one paragraph). Should include your marketing goals/objectives.
- b. Description of product, price, distribution, promotion (see above).
- c. Describe your niche
- d. Who are your current customers?
- e. What do you want your future customers to look like?
- f. What are the benefits of your product or service to future customers? Competitive advantage?
- g. How will your new targets discover you? How will you keep your existing customers?
- h. What are your strategies to reach all of your customer segments (new and potential/prospects)?
- i. What tools do I already have to implement my strategies? What do I need to accomplish my goals/objectives?
- j. Cost of implementation of the strategies? Projections? Budget?