



Defining Your Market Strategy

This worksheet will help you define a market strategy. Print this page out and fill in the blanks.

1. What is your food product or idea for a food product?

2. Who is your customer? Where do they shop?

- Foodservice establishment (Restaurant, deli, institutional food service)
- Retail stores (grocery stores, natural food stores, convenience stores, gourmet stores, gift shops)
- Sold direct (Farmers market, roadside stand, trade fair)

3. What is the geographical area that will become your first market territory? 4. When you have identified potential markets and the geographical boundaries of your initial market begin to make a list of all the foodservice establishments, retail stores and direct market opportunities.

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Research Process

Step One

If you wish to sell to restaurants in your town look in the yellow pages under the restaurant listing to get a complete list of all the restaurants.

Step Two

Make a chart (this could be set-up in Excel or in a database) and record the following:

- Name of business
- Address
- Phone number
- Fax number
- Email or web page
- Contact person - this might be the owner or the purchasing director
- Description of the business (i.e. hours of operation, type of cuisine, size & customer profile)
- Purchasing procedures

Creating a markets database during your research will also be useful long-term when you begin to sell your product line. Check out the [Food Ventures markets database](#) to view an example.

Step Three

To create your market prospects database, you will need to make phone calls and visits to the restaurants to find out all the information for the database. Menus, advertisements and word or mouth can also aid you in your research. Owners or purchasing managers may be more willing to share information when are beginning your research. You might ask them to make suggestions of products of interest to them. Also remember that they are busy people--don't call or visit during peak times of their operations.