



Market Segment

Print this form out and fill in the blanks. In each section check the categories that characterize your business. Completing this worksheet can be the first step in developing your market plan. Next steps include writing a descriptive paragraph that describes your various market segments.

1. Choose your market segment

Direct to Consumer--Direct Retail

- Farmers' markets
- Roadside markets
- Own retail store
- Community Supported Agriculture program

Foodservices

- Restaurants
- Institutions: schools, health centers
- Own foodservice: carts, vending operations, catering
- Convenience stores and grocery store deli sections

Retail--Grocery

- Natural food stores: independents & coops
- Natural food chain stores
- Specialty & gourmet stores
- Gift stores
- Independent grocers
- Grocery chains
- Super stores
- Convenience stores
- Drugstores
- Gift: stores and catalogs

2. Choose your geographic area of sales territory

- Local
- Sub-state
- Urban centers: state
- Urban centers: regional
- Regional: territory should match distribution channels
- National
- International

