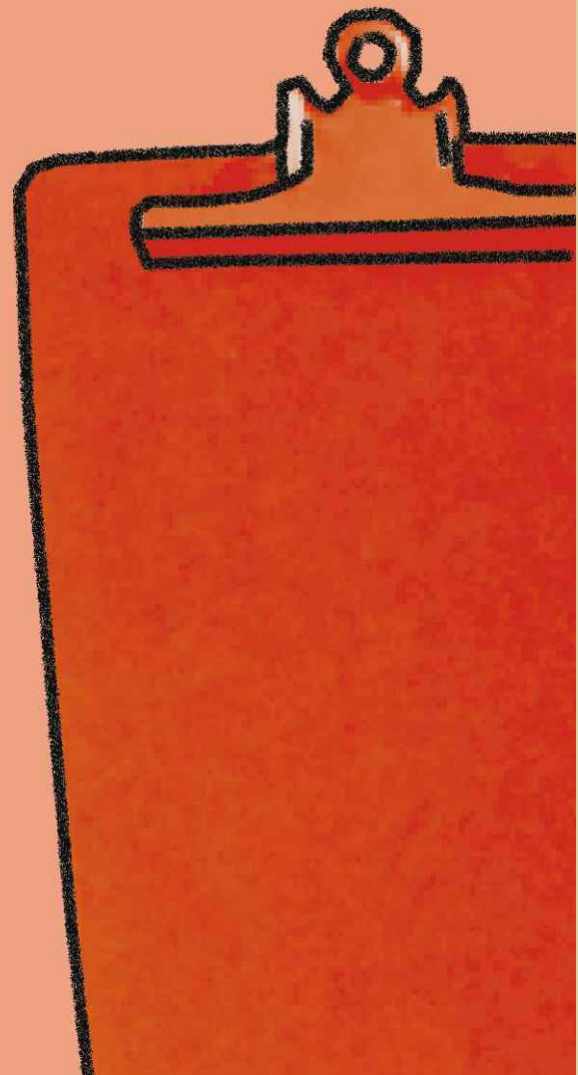




DEPARTMENT:
AGRICULTURE



MARKETING



BOOK FIFTEEN

MARKETING

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Outcomes

1

In this book you will learn how to:

- ✓ Determine your target group
- ✓ Display your products attractively
- ✓ Attract customers
- ✓ Keep customers
- ✓ Sell the benefits of a product
- ✓ Develop your own personal trademark

Introduction

Marketing is more than just the selling and advertising of goods to customers. It is satisfying the needs of customers, creating new needs and persuading them to buy more products.

Bongani's business is running smoothly! He now wants to expand, but fears he might lose some customers. How can he market his business and ensure that clients will keep coming back?



Marketing

3

The first thing Bongani needs to determine before he can begin marketing or selling, is his **target group**.

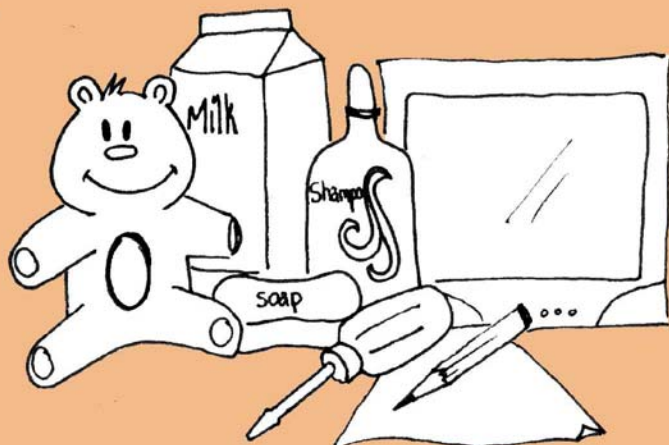
Your target group is your type of customer:

- What is their average age?
- Are they mostly female or male?
- Where do they live (farm, small town, large city etc.)
- What do they do for a living (housewives, corporates, farmers etc.)
- What are their interests?

Bongani should now determine what their needs are (what do they want to buy). Products can be divided into the following groups:

- Basic products (milk, sugar, maize etc.)
- Cosmetics (soap, shampoo, toothpaste etc.)
- Tools and hardware (screws, screw drivers, batteries etc.)
- Toys
- Stationery
- Luxuries (sweets, magazines etc.)

For instance: More females will be interested in buying the basic products, cosmetics and luxuries. Males will be more interested in the tools and hardware section. Children will be interested in toys, stationery and sweets. The marketing of a specific product should reflect the target group's interests.



When Bongani has determined what type of products his customers buy, he can experiment with various brands, new products and ranges in prices to have more stock.

When you try to sell a new type of product in your store, don't buy a bulk of the same product. First buy a few to see people's reaction to the product. If it sells out quickly, you can buy more (also see book 3).

The process of marketing can be described with a formula known as the "**AIDA-formula**" where

- A** = ATTRACT
(attract the customers to your store)
- I** = INTEREST
(create an interest in the customer for a certain product)
- D** = DESIRE
(the customer desires to have this product)
- A** = ACTION
(the customer goes into action and buys the product).



Marketing

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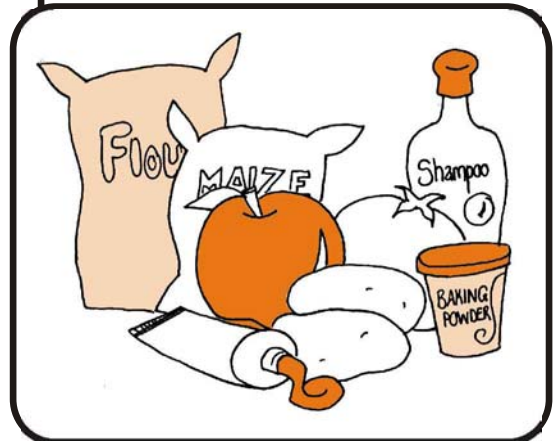
Displaying Your Goods

Bongani now needs to display his products in an attractive way to persuade his customers to buy more.

Bongani separates his products into several different groups:

- ✂ Fresh food
- ✂ Cereals and grain
- ✂ Bakery products
- ✂ Milk and dairy products
- ✂ Processed and canned foods
- ✂ Salt, sugar, spices
- ✂ Sweets and beverages
- ✂ Cigarettes and tobacco
- ✂ Cosmetics
- ✂ Hardware and tools
- ✂ Clothes and footwear

Divide the following into three groups:
Tomatoes, flour, shampoo, maize meal, toothpaste, apples, potatoes, baking powder, bubble bath.



Group 1	Group 2	Group 3

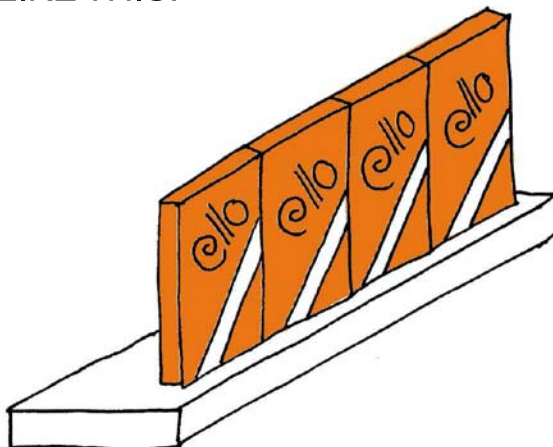
Marketing

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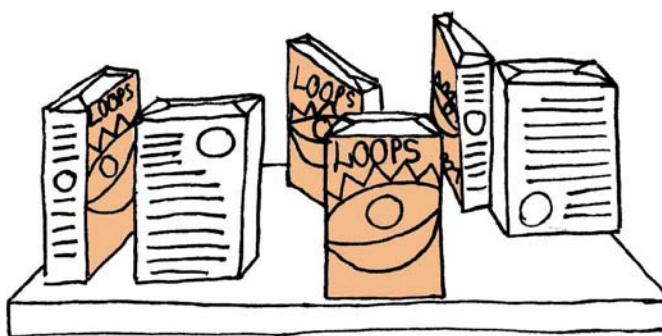
Bongani should ensure that most of his products are in the store and not in the storage room. He needs to fill his shelves and regularly purchase new stock. Shelves with empty space look unattractive. If you do not have enough stock to fill the shelves, move the products to the front of the shelves to give the impression that the shelves are full.

LIKE THIS:



Bongani has to place the products in such a way that the customers can see the front of the products. The front covers of products are usually colourful and display the names of the products. This will make your shelves look attractive. The prices should also be displayed neatly and clearly.

NOT LIKE THIS:



Remember to keep your shelves neat and clean!

Marketing

... continued

Customer Care

4

Bongani was thrilled to open his own store and finally be his own boss. He soon realised however that this was not the case - his new "bosses" were his customers! His job is to keep them all happy.

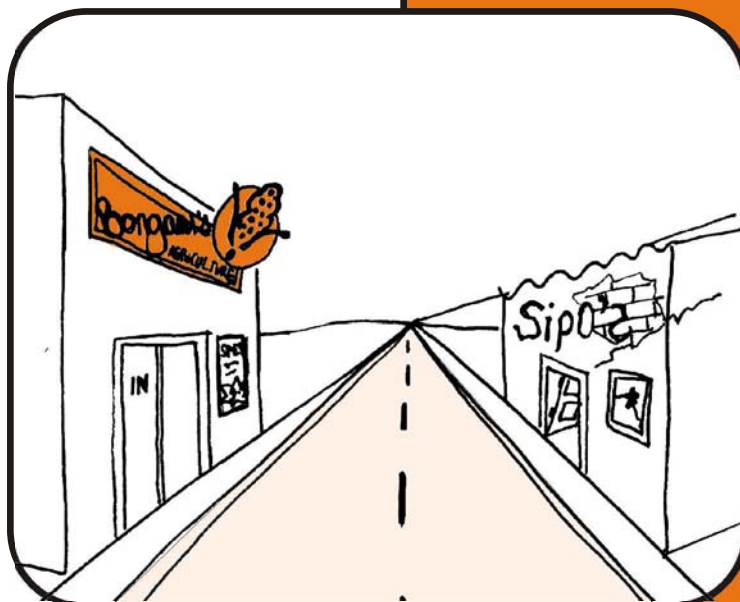
When Bongani ran the only store in the street, it was easy to attract customers and everybody came to his store. Unfortunately, Mr. Com Petition opened another store across the street! Bongani's customers can now choose between two shops to buy their products. What can Bongani do to keep his customers?

Attracting Customers

From the outside, Bongani's store must look attractive and inviting. He can do this by displaying some of his stock in the window. He can also put up posters advertising discounts and special offers.

Places such as restaurants and coffee shops usually use their products to lure people inside. Think about your last shopping experience: did you smell delicious coffee or fresh bread? That was the store's way of luring you inside. It appealed to your senses.

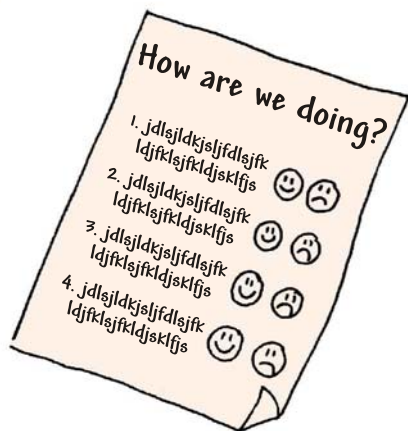
Think of other ways Bongani can persuade people to come into his store by appealing to their senses.



Keeping Customers

Bongani now has a few regular customers. What can he do to make sure that they stay loyal?

- ✿ Personalise your relationship with your customers. Run a "thank you programme" for your customers where you thank them for their loyal support. It can be simple and inexpensive.
- ✿ Your customers must be able to trust you. This means that:
 - You must always do good work
 - You must always treat customers honestly and fairly
 - You must always show interest in the customer as a person
 - You must always negotiate the best prices for them
- ✿ Develop a "How are we doing" questionnaire for your customers to provide you with feedback. Read through the answers. Improve on the complaints and congratulate yourself on the compliments. Make sure you let them know how much their feedback means to you.



Remember: the benefit of a small business is that we can treat customers as individuals. That is why it is easy to personalise your business!

- ? *Imagine how you would feel if you were a customer in your own store. Are there things you would like to change? Would you improve your customer care?*
- ? *Think about the last time that you were a satisfied customer in another store. What did they do to make you feel welcome and to "win" you as a customer? Can you do the same in your store?*

Customer Care

... continued

Smart

Strategies



A certain butcher wanted everybody to purchase his meat. He decided that for every R30-00 you spent in his store, he would give you a live chicken. These chickens were painted in various colours: red, yellow, green and blue. The result was that everybody wanted to know where the coloured chickens came from! His business expanded enormously.

Your business has to offer people something unique something they can't get from any other store.

Keep in mind that people also depend on their emotions to buy something. You need to provide them with the **benefits** of buying a particular product. The product's features alone are not enough:

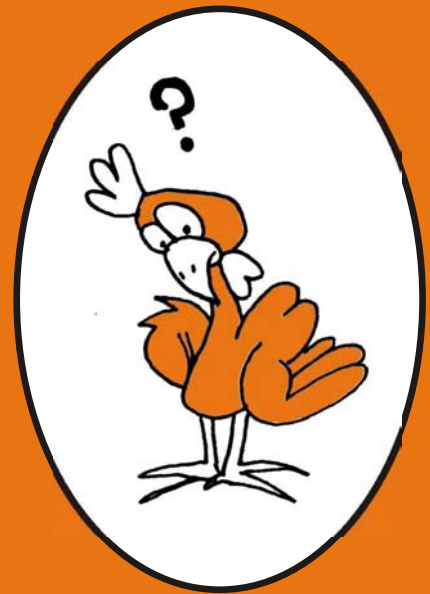
Shampoo's **features** are that it keeps your hair clean and shiny. The **benefits** of shampoo are that you will look and feel great, your self-image will improve, you will feel more confident, you will be able to do better at work because of your confidence, your boss will start to notice you and you might even get a raise!

*Sell the **benefits**, not the **features**!*

Offer your customers:

- ★ Convenience
- ★ A time-saving alternative
- ★ Comfort and
- ★ Fun

Think about three long-term customers. Do you know why they are still with you? If not, ask them and find out!





Your personal trademark

We associate certain logos with certain companies and products. Think about the three-legged logo of Mercedes Benz, the "tick" of the Nike logo, the "comforting" hands of Sanlam, the yellow umbrella of Santam, etc. You only need to see the logo to recognise the company.

Slogans also act like a trademark. When you hear "*Striving for zero defect*" you immediately recall the name National Panasonic. Land Rover's "*The best 4x4xfar*" is also catchy.

Try to come up with a catchy slogan or logo for your business - people will remember you by it.



Conclusion



If you are passionate about your business, you will motivate your customers to keep coming back. Always offer customers that something special, something unique something they cannot get anywhere but in your store. Keep on selling!



Assessment

1. Determine your target group and their basic needs. What kind of products will they buy?
2. Draw your store area. Now draw the shelves. Which products will be placed where?
3. How will you attract customers if you just opened your store in a new neighbourhood?
4. What does it mean to "appeal to a customer's senses"? What can you do to lure customers into your store by appealing to their senses?
5. Make a list of three ways in which you can personalise your relationship with your customers. Come up with at least one fun solution.
6. What are the (a) features and (b) benefits of the following products:
 - bread
 - a bicycle
 - oranges
7. Create a logo and slogan for your business.

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