

## NICHE MARKETING FOR PRODUCERS



This article is for farmers who:

- Δ want to earn a little more to help their family move ahead;
- Δ have grown more in the hope of earning more only to find they were unable to sell the additional produce;
- Δ have switch to higher yielding varieties only to find they cost more to grow and customers do not buy because they do not like the taste, color, shape, etc.
- Δ broke their back to grow and harvest cassava only to find the market flooded with cassava;
- Δ have grown a 'new' crop or have developed a new product, for example, santol or guava jam, only to find customers unwilling to try it;

*The priority of the customer.* Marketing begins not with the product, but rather with what the customer needs and wants. In other words marketing begins with marketing research. There is no point in producing something that people do not want to buy.

Producers need to find out what customers need and want. There is no point in producing something that people do not want to buy. Producers need to find out what customers need and want.

*A process of selection.* We select whom we are to serve. We are providing a product geared to our customer, providing a needed and requested service. We are providing a valuable service. We have to link service with profit. By providing a service you can make a profit--if we don't provide a service we will



style: positive, neutral or negative. You can market images, behaviors, attitudes, lifestyles, etc. You can 'create' demand through well thought out promotion.

*Relationship building.* The concept of marketing states we need to cultivate our customers. We are not to cheat customers. We are to provide value for value. We are to build strong relationships. We are to build friendly, mutually beneficial relationships with the customer. It implies that agreements will be honored and that commitments to supply products will be kept. It implies delivering consistent qualities.

**What is the difference between selling and marketing?**

For the purpose of this pamphlet we distinguish between selling and marketing. Selling is when we have an item and look then for customers.



labels; The brand name.  
**PRICE**

Competitors' wholesale and retail prices;  
Competitors' price response to a new product;  
Price variations according to location and type of consumer.

**PLACE**

Where and how to sell the product;  
Advantages of different types of distributor;  
How distributors can be supplied;  
Distributors' requirements in terms of quantity, delivery and price;  
The costs involved in the various distribution options.

**PROMOTION**

The advertising required;  
Other promotional tools that are used, such as free samples;  
Costs involved with various types of promotion;



Methods of setting prices.  
*It is important to be sure*

tourist seeking 'omiyage' gifts.

**Opportunities for niche marketing:**

Palau's pure Pacific image is an advantage for any producer who wants to direct marketing to visitors, export a quality product or enter local or specialty markets.



*An attractive brand name can help you market your products*

**WHERE TO LOOK FOR YOUR NICHE MARKET?**

- Δ Geographic areas e.g. docks, tourist spots
- Δ Demographics: age, nationality, sex, class...
- Δ Personality & lifestyles
- Δ Culture & status
- Δ Benefit & occasions: Health conscious & custom
- Δ Heavy users
- Δ Institutional buyers

The process of finding and