

“Marketing your maple syrup products: What you should consider”
Worksheet for Module 3

1. Review your vision. Now is a great time to make any notes or changes. Consider where you are currently selling your product and what markets you would like to expand or enter. You may have specific places for your syrup sales or you may think in general terms (“retail”).
2. What are YOUR 4 P’s?
 - a. What is your product?
 - b. Price?
 - c. Place?
 - d. Promotion?

Complete this table using the two examples given here as a guide.

Maple Product	Container Type	Size	Price	Place	Promotion
Maple syrup	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?
- g. What other marketing related questions do you have?

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

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

5. Thinking ahead, here are the components (topic headings) of a marketing plan. You may use these topics to form an outline or starting point for your marketing plan.

- a. Executive summary of the plan (one paragraph). This should include your marketing goals/objectives; many write this part last.
- 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?
- k. Sources of information and guidance