



Marketing for Value-Added Agricultural Operations

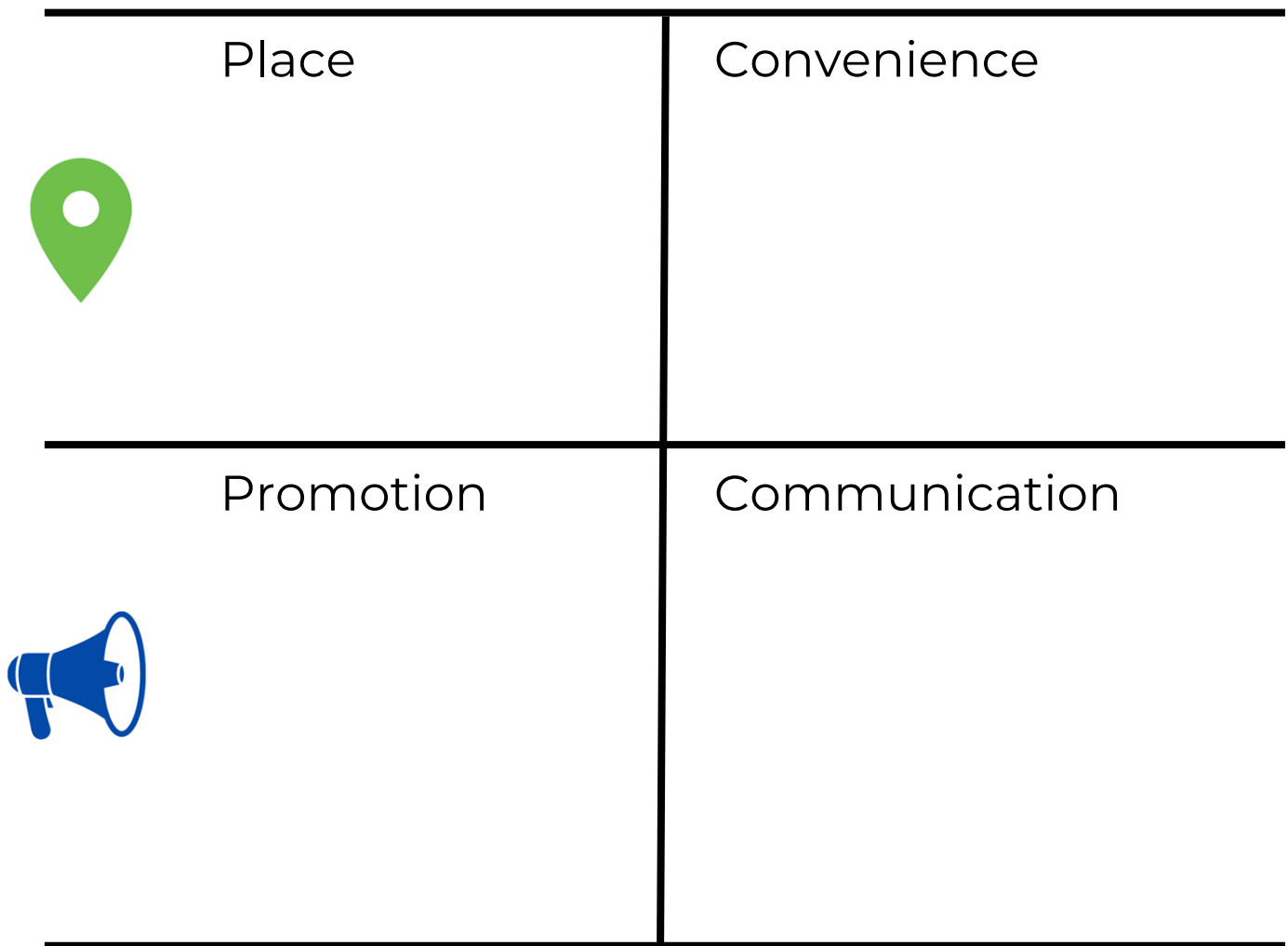
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The series of Extension publications D197, "Business Planning for Agricultural Operations" is available to guide you through the development of a complete business plan, which includes a marketing plan. Use this worksheet to outline your marketing mix, which is the foundation of a full marketing plan.

A marketing plan includes an analysis of the market and strategies to meet the needs of target customers. The marketing mix refers to the key elements of a marketing strategy, which are the producer's four P's of marketing: product, price, place and promotion. Identify the needs of target customers and match the 4P's to the 4 C's of the target consumer: consumer cost, consumer benefit, convenience and communication.

Producer's Ps	Consumer's Cs
Product	Consumer Benefit
Price	Consumer Cost





Resources

[UT Center for Profitable Agriculture](http://cpa.tennessee.edu) | cpa.tennessee.edu

[UT Center of Farm Management](http://farmmanagement.tennessee.edu) | farmmanagement.tennessee.edu



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