

Lecture 15



Marketing and Sales

Marketing and Sales



- ❧ The business of sales and marketing is the business of satisfying needs.
 - ❧ The need to eat is the most basic and universal needs we have
 - ❧ As a producer of food, you can fulfil that need
- ❧ The kind of consumer you wish to attract will play a big role in the type of marketing you do
 - ❧ Driven by the product you want to sell



Marketing and sales



There is a big difference between marketing and sales

Sales

- Very Measurable
- Individualistic
- Goal Orientated

Marketing

- Conceptual
- Behind the scenes
- Strategic



| SALES RECEIPT | | | |
|----------------------|-------------|-------|--------|
| Date: _____ | | | |
| Qty. | Description | Price | Amount |
| | | | |
| | | | |
| | | | |
| | | | |
| | | | |
| | | | |
| | | | |
| | | | |
| | | | |
| Subtotal: | | | |
| Tax: | | | |
| Total: | | | |
| Sale Made with: | | | |
| [] Cash | | | |
| [] Credit Card | | | |
| [] Check, No. _____ | | | |
| [] Other _____ | | | |



CUSTOMER
ANALYSIS
ADVERTISING
MARKET
SALES
PROMOTION
PRICE
INTERNET
TARGET



Sales



- ❧ It is the interface between the consumer or customer and your business
 - ❧ Fish do not make you money
 - ❧ Selling fish makes you money!
- ❧ The salesman is the face of your enterprise
 - ❧ Should be friendly and approachable
 - ❧ Responsible
 - ❧ Patient
 - ❧ Honest



Sales



- ❧ There are many avenues for potential sales
 - ❧ Direct sales – The community
 - ❧ Best price, but limited quantity
 - ❧ Bulk Sales – Wholesale/Market
 - ❧ Worst price, but take everything
 - ❧ Retail and Hospitality
 - ❧ Shops, restaurants and hotels
 - ❧ Better price and larger volumes
 - ❧ Demands good quality
 - ❧ Export
 - ❧ Demands exceptional quality



Sales



- ❧ Sales is about keeping records
 - ❧ Every time a sale is made it should be recorded
- ❧ Filling orders
 - ❧ Failure to deliver an order can loose customers
- ❧ It is about managing stock
 - ❧ Every time a sale is made is should be removed from stock
- ❧ Keeping control sales is vital...
 - ❧ Lost stock?
 - ❧ Not recorded, stolen?
 - ❧ Old stock and disposal.



Sales



- ❧ Accounting and Reports
 - ❧ The information captured
 - ❧ Number of sales
 - ❧ Value of sales
 - ❧ Type of sales
 - ❧ Expenses
 - ❧ Refunds
 - ❧ Captured in a general ledger



Sales



Daily sales

Date:

Day - Month - Year

| Item | For | Unit (kg) | Number | Price (R/kg) | Total |
|--------------------------|---------------------|--------------|--------|-----------------|----------|
| Tilpia - Whole (Head on) | Cash Sales | 5 | 1 | R 32.50 | R 162.50 |
| Tilpia - Whole (Head on) | Fish and Chips Shop | 5 | 3 | R 29.00 | R 435.00 |
| Tilpia - Fillets | Shoprite | 1 | 5 | R 42.50 | R 212.50 |
| Tilpia - Head off | Cash Sales | 1 | 1 | R 37.50 | R 37.50 |
| Total | | | | | R 847.50 |

Sales



| General Ledger for XYZ Fish Co. | | | |
|---------------------------------|---------------------|------------|------------|
| Opening Balance | | | R 1,500.00 |
| Date | Description | Income | Expenses |
| 07 January 2017 | Weekly Gate Sales | R 275.00 | |
| 10 January 2017 | Fish and chips shop | R 1,750.00 | |
| 10 January 2017 | Shoprite | R 1,500.00 | |
| 10 January 2017 | Fuel | | R 600.00 |
| 14 January 2017 | Weekly Gate Sales | R 115.00 | |
| 16 January 2017 | Fish and chips shop | R 1,750.00 | |
| 19 January 2017 | Electricity | | R 1,250.00 |
| 21 January 2017 | Fish feed | | R 2,000.00 |
| 21 January 2017 | Weekly Gate Sales | R 350.00 | |
| 21 January 2017 | Wages | | R 1,000.00 |
| Total | | R 5,740.00 | R 4,850.00 |
| Closing Balance | | | R 2,390.00 |

Sales



| Inventory | | | Number | | | |
|-----------------|--------------------------------|------|----------------|----------|-----------|-----------|
| Date | Discription | Unit | Starting Stock | Stock In | Stock Out | End Total |
| 07 January 2017 | Frozen Tilapia whole (head on) | 5kg | 2 | 15 | 2 | 15 |
| 07 January 2017 | Fresh Tilapia Fillets | 1kg | 1 | 25 | 20 | 6 |
| 07 January 2017 | Frozen Tilapia Head Off | 5kg | 0 | 10 | 6 | 4 |
| 07 January 2017 | Tilapia fish cakes | 1kg | 2 | 30 | 5 | 27 |

Marketing



- ❧ Marketing is the art of making people want your product
 - ❧ Advertising
 - ❧ Word of mouth
 - ❧ Actively seeking new customers
 - ❧ Branding
 - ❧ Customer recognition
 - ❧ Consistency
 - ❧ Quality
 - ❧ It is best if your product can market itself



Marketing



- ❧ Know your target market
 - ❧ Research
 - ❧ Ask questions
 - ❧ How would you like the fish?
 - ❧ Understand the market
 - ❧ Find ways to set yourself apart
 - ❧ Unique service
 - ❧ Niche Market
- ❧ Live up to your customers expectations
 - ❧ Under promise and over deliver



Marketing



❧ Be creative

- ❧ Creating new markets is key to growing your business
- ❧ Try to identify needs in the market that are not being met
- ❧ How can YOU meet these needs
- ❧ Can you create needs people didn't know they had?

❧ Encourage everyone in the business to play an active role in marketing

- ❧ Staff should be proud of where they work and want to tell people about what they do
- ❧ A successful business has a lot to do with the attitude of the business!

IF PEOPLE LIKE YOU
THEY'LL **LISTEN**
TO YOU
BUT
IF THEY TRUST YOU
THEY'LL **DO BUSINESS**
WITH YOU

- ZIG ZIGLAR

Symphony of Success
The Success Story