

# Module 9

## Where will I sell my products?



Watch Module 9 Video at:  
[www.clubkidpreneur.com/resource-centre/](http://www.clubkidpreneur.com/resource-centre/)

Now that you've got your business model setup it's time to figure out how you're going to tell your target market about it!



### MARKETING



The word for how a business communicates product information to its target market in order to sell is called **MARKETING**.



There are 4 P's to help you remember the different ways to do your marketing:

## PRODUCT

How a product is designed and packaged to appeal to your target market. We looked at this in Module 5 & 6.

**REMEMBER:** The price must communicate the right idea about the product. E.g. is it value for money or a luxury item?

## PRICE

Setting a price that your target market will want to pay, and creating special deals to attract them. We looked at this in Module 8.

## PLACE

Selling your product in the best location to reach your target market. Where do your target market do their shopping? The product should be sold here.

## PROMOTION

Advertising the other 3 P's to your target market in the best way to reach them. E.g. for grandmas it's better to advertise in newspapers than online.



In this module we will focus on **PLACE** and **PROMOTION** for your business marketing.

# YOUR PLACE & PROMOTION

Check out the list of products below. First choose a target market and then suggest some good **PLACES** to sell and ways to do **PROMOTION** to reach customers.

PRODUCT	TARGET MARKET	PLACE TO SELL	PROMOTION IDEAS
Walking Sticks			
Football Magazines			
Healthy Smoothies			



# YOUR MARKETING PLAN

Here you get to write down your plan for some ways you can do the 4 P's of marketing for your business. Remember, your marketing is what helps you achieve your Sales Goal as you carry out your Business Mission.

## BUSINESS MISSION:

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*(Insert your mission statement from Module 2)*

## SALES GOAL:

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*(Insert your sales goal from Module 2)*

## TARGET MARKET:

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*(Insert your target market from Module 5)*



Now try to create a plan for the 4 P's of Marketing of your business.

### PRODUCT

Write a description of how your product design & packaging meets the needs of your target market.

### PRICE

Write down your product price and why you have chosen it for your target market. What special deals could you offer to attract them more?

### PLACE

Write down some places where you could sell your product and why this suits your target market:

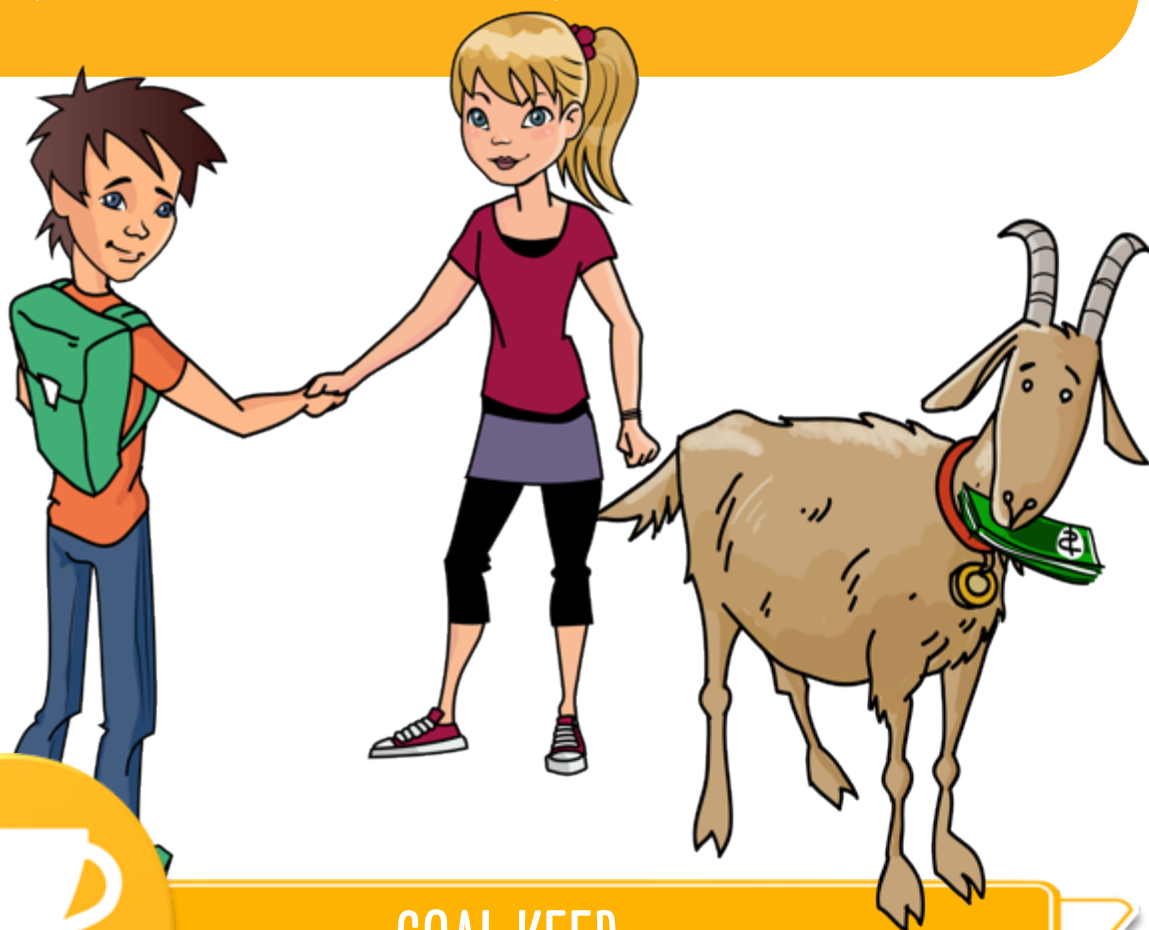
### PROMOTION

Write down some ways you could advertise your product, price and place of sale:



## IN-YOUR-BACKPACK ACTIVITY

Use the market day flyer templates in your CK Business Kit to advertise the details of your market day. Make sure you put the flyers up where your target market will see them! You could also try to put an ad in your local paper or school newsletter to promote it.



## GOAL KEEP

Will your marketing plan help you to attract your target market so you can sell enough products to achieve your sales goal?