

# Module 10

Why will customers buy our products?



Watch Module 10 Video at:  
[www.clubkidpreneur.com/resource-centre/](http://www.clubkidpreneur.com/resource-centre/)

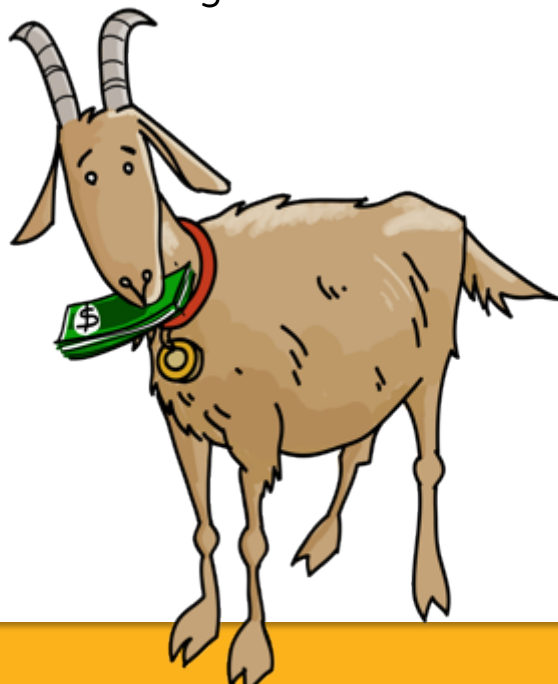
Keywords:

Features  
Benefits  
Merchandising

Let's take a closer look at the 4<sup>th</sup> 'P' of marketing:

## PROMOTION

In order to sell your product you have to tell your customers about how you have designed it to meet their wants and needs.



There are 2 things you can tell your target market about:

### BENEFITS:

How the product might help customers or improve their lives.

### FEATURES:

Describe the product's design and how it might be different to other products.

E.g. colour, weight, functions, size

Here's an example of the features and benefits of a tablet device:

FEATURES	BENEFITS
Colour: Silver	Portable – carry your life with you.
Size: 8"	Bigger than a phone and smaller than a laptop to help you get your work done on the go.
Touch Screen	Makes you look professional.
Wi-Fi connectivity	
Capacity: 16GB	



## YOUR FEATURES & BENEFITS

Remember, 'All Profits go to Charity' is a benefit of your product in the CK Challenge.

[illegible]

# MERCHANDISING

A business must also make sure the place of sale and the business itself both look attractive to the target market. This is called MERCHANDISING.

Merchandising is how you present your business and products so that they look appealing to your target market.

You could have an awesome product but if your place of sale doesn't look appealing to customers then it will be hard to attract them to buy it.

In this module, you get to decide how to display your products and decorate your market stall as part of your business merchandising.



# YOUR MERCHANDISING

Now it's your turn to decide what particular ways you will merchandise your business on your market day. Try to decide at least one thing to do for each category and write it down in the spaces provided.

MERCHANDISING CATEGORY	HOW OUR BUSINESS WILL MERCHANDISE
<b>SIGNS</b> <ul style="list-style-type: none"><li>• Always display your business name and/or logo on a sign.</li><li>• Put the sign where it can be clearly seen by customers. This helps them link the logo to your product.</li><li>• Design an information sheet or sign to display product benefits, prices, and special offers. Make them simple and clear with large writing to attract customers.</li><li>• Tell customers where profits will be donated – this is a key benefit of the product.</li></ul>	

## MARKET STALL DECORATION

- Put the stall under a gazebo or have a big banner with the business name to help it to stand out.
- Think about how to make the market stall look nice and appealing. Should products sit on display stands?
- A few unpackaged sample products could be put on the table for customers to pick up and look at.
- Use colour to grab attention. Think about having balloons, colourful table cloths etc.
- Use the bunting template in your Business Kit to make bunting to string up at your market stall. This helps catch the customer's eye.
- Include a donations jar at your stall with a sign for people to donate to your cause without needing to buy a product.

## UNIFORMS

- Think about your business logo and wear the colours that represent the business.
- Wear the logo cap made in module 4 to show off your business logo. This presents a professional image to customers as well as reinforcing your name and logo.

## PRODUCT MERCHANDISING

- Decide whether to pre-package or package after the customer buys your product so that they can see what it looks like beforehand.
- Product labels can show the name of a product line, the business name/logo or the size of the product. You could hand draw labels or make them on a computer and print them out.
- Have price tags: ensure that provide clear information. But remember that your prices might change throughout the day so it is better to have changeable price signs instead.

## COMPETITIONS & GIVEAWAYS

- Give away free cookies or cakes to people who make a purchase. Make sure there is a big sign to tell them about this special offer.
- Have a lolly jar for anyone to take from when they look at your products.
- Run a fun competition at your stall e.g. guess the jelly beans. Create a big sign to attract customers to you.







## IN-YOUR-BACKPACK ACTIVITY

### MARKET STALL BUNTING

You can use the DIY bunting set in your Business Kit to create strands of bunting to decorate and merchandise your market stall. Here's how:

1. Draw your business logo onto the white parts of the bunting
2. Cut out the bunting around the solid lines on the back of the paper. Make sure you don't cut through the dotted line!
3. Lay the bunting face down in a line, alternating between the blue Club Kidpreneur logo and your business logo.
4. Lay a string on top of the dotted lines all the way along your row of triangles.
5. Fold the bunting along the dotted line over the top of the string so that the string is inside the fold and use tape or glue to stick the folded piece down so that the string is securely inside.

Now you can hang the bunting up at your market stall as part of your merchandising!





## GOAL KEEP

Will your product merchandising help you attract enough customers to sell the amount of products you need to achieve your sales goal?

