

Step 4: Begin Small-Batch Production and Market Testing

Objective:

Produce a limited number of units of your colorant products, distribute them to test users (individuals or businesses), and gather feedback to refine your process, packaging, pricing, and branding.

A. Define Your Test Products

Choose **2–3 products** that are easiest to process and most in demand:

Product	Batch Size	Format
Sorrel Red	50 bottles	50ml liquid
Golden Glow	30 bottles	100ml liquid
Beetroot Blush	20 bottles	50ml liquid

You can also test with a powdered turmeric variant if drying is an option.



B. Prepare for Production

1. **Source Fresh Produce** from trusted farmers
2. **Sanitize all tools, bottles, and surfaces**
3. **Label each product** with batch number, ingredients, and expiry date
4. **Document each step** – measure weight of inputs, yield volume, and duration

Example log format:

Date	Product	Input (kg)	Output (ml)	Batch #	Notes
Jun 20	Sorrel Red	3 kg	2,500 ml	SR-001	Color rich



C. Select Test Markets & Distributors

Local test channels:

- Health food stores (e.g. General Foods, Earth Elements)

- Farmers markets & expos (e.g. Downtown Kingston, UWI events)
- Online (Instagram, WhatsApp groups, sample giveaways)
- Cafes, smoothie shops, and home bakers

Target Testers:

- Small juice producers
 - Artisan soap/cosmetic makers
 - Culinary creatives
 - Lifestyle influencers
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D. Gather Customer Feedback

Create a **simple feedback form** with questions like:

- How would you rate the color intensity?
- Is the packaging attractive and informative?
- Did you use the product in food, craft, or cosmetics?
- Would you purchase this again?
- Any suggestions to improve it?

Tip: Use Google Forms or a printed card in each sample box.

E. Evaluate Costs and Pricing

Track costs per unit:

plaintext

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Produce + Packaging + Labour + Labels = Total cost per bottle

Use the data to test price points:

- Local retail: \$700–\$1,200 JMD per bottle
 - Bulk/wholesale: Discounted rates for retailers or cosmetic producers
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F. Analyze and Refine

After 2–4 weeks of testing:

- Summarize common customer feedback
 - Identify top-performing products
 - Adjust batch process if needed (color intensity, stability)
 - Improve packaging or label if needed
 - Start planning your **first public product launch**
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Summary Checklist

- Select top 2–3 products for testing
- Prepare small batches with clean, labeled packaging
- Identify and contact sample testers
- Distribute and monitor feedback
- Adjust process, packaging, or pricing accordingly