Marketing Research Worksheet *by C. Kohn, Waterford WI*

Partner Names: Hour Date:   
  
Date Assignment is due: Why late? Score: + ✓ -  
 If your project was late, describe why

**Directions**: Work with your assigned partner to complete this worksheet. When one person is writing, the other should help them determine what to write. Switch roles after each question. Please initial after each question you write.

+ = all space is completely used w/ legible answers. ✓= expectations were met but not exceeded. - = redo assignment

**Background**: *you have started a backyard chicken operation in Madison, WI as a way to help pay for your college expenses. You have just under 20 chickens and are seeking to sell to homeowners in the surrounding neighborhood.*

Use this information to answer the questions below.

Branding is necessary for a variety of reasons. In the space below, answer the following to help develop your brand:

1. Provide a clear and definitive reason for customers to buy your product and not a competitor’s:
2. State why your product is worth more than a competitor’s (and why a customer should pay more):
3. How will you build brand loyalty for your eggs? Why should your customers keep coming back to you even if the competitor’s offer something you can’t?
4. Why should your customers take pride in your product?
5. Create a vision statement for your company. A vision statement is a one-sentence description of what you want your company to become in the future based on the needs of your targeted market segment and your company’s unique abilities.   
   A vision statement tends to describe a) the unique benefits of your products and/or services, b) how doing business with your company is unique compared to others, and c) attributes that make your company stand out.

1. Create a mission statement for your company. A mission statement defines the purpose of your company:  
     
   *Mission statements for a business should address the following:*

* *What are the specific market needs the company exists to address?*
* *What does the company do to address these needs?*
* *What are the guiding principles that define the company's approach?*
* *Why do customers buy from you and not your competition?*

1. What is the essence of your company?
2. What is the personality of your company?
3. Next describe your product brand. Begin by summarizing your market segment:
4. Next, write your position statement:
5. What is your position strategy?
6. What name will you use for your product?
7. What is your product’s slogan?
8. Create a logo for your product:

*Summarize each of the following elements of your advertising campaign:*

1. Advertising goals:
2. Market segmentation:
3. How much will you spend per month? $ /mo.
4. What are the USP’s that you will highlight in your advertising?
5. What media will you use?
6. Create a flyer for your company and product to hang on bulletin boards around the city:

Summarize how your marketing efforts will change as you move into each phase of advertising:

1. Pioneering:
2. Competitive:
3. Retentive:
4. Post-retentive:
5. Summarize your strategies for public relations for your company and product – how will you create a positive image of your brand to a wide audience of people?
6. Summarize your strategies for customer service for your company and product – how will you create a positive image of your brand for each individual customer?