



Your Product Your Market

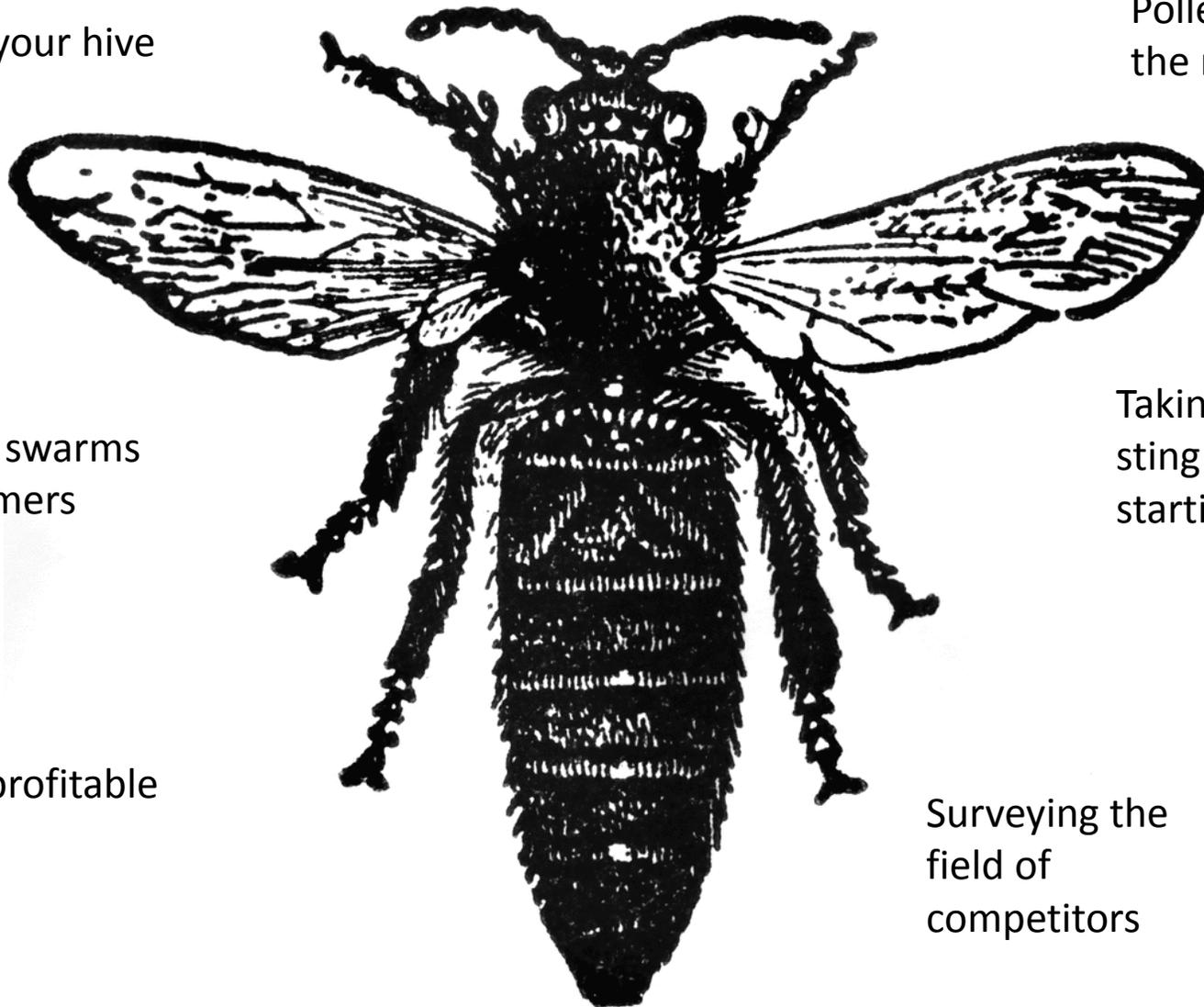
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What's all the *b-u-z-z* about?

Building your hive

Pollenating
the marketplace



Creating swarms
of customers

Taking the
sting out of
starting up

Being profitable

Surveying the
field of
competitors

B-U-S-S

- **B**asics in researching your **competitors**
- **U**nderstanding your **competitive advantages** and **niche**
- **S**trategic Marketing efforts
- **S**uccessful Marketing Plan and Budget

Matrix Approach | Competitor Analysis

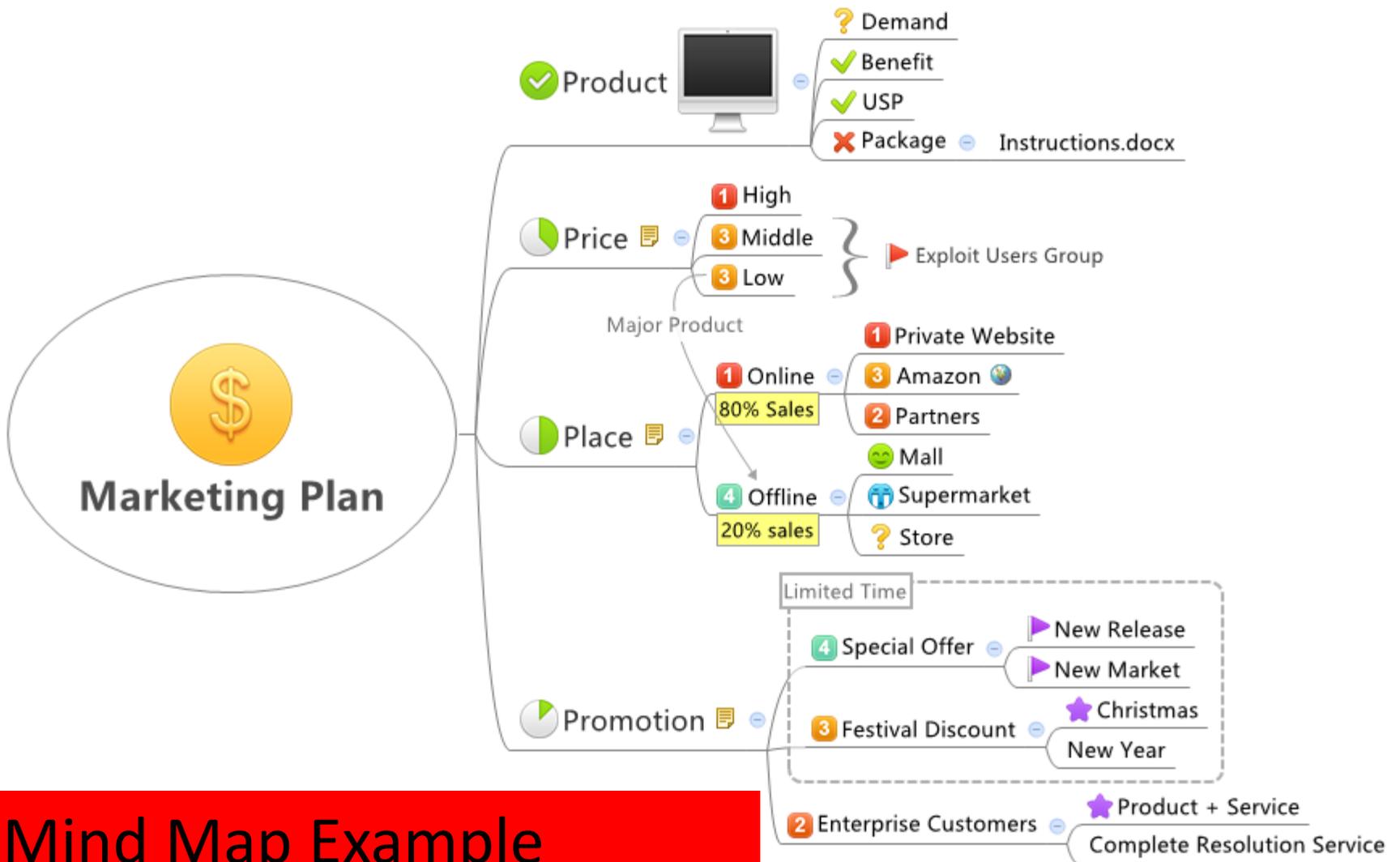
Competitor	Location	Hours of Operation	Product(s)/ Service(s)	Pricing	Promotion	Place	Etc.

- Admit you have competitors
- Know and follow your competitors
- Understand how their efforts impact your efforts
- Identify your niche – what makes you unique or different

Matrix Approach | Marketing Strategy

Strategy	Goal (s)	Tactics	Measurement(s)	Results

- Reflects business and sales revenue and growth needs
- Be specific with goals
- Always measure



Mind Map Example

Matrix Approach | Budget

Tactic	Jan	Feb	Mar	Apr	May	June	July	Aug	Sept	Oct	Nov	Dec

- Reflect the seasonal sales nature of your product/service
- Details your Marketing, Advertising and Promotions P&L lines
- Provides a 12-month view of tactics
- Helps you translate to a calendar of action steps to meet deadlines and launch efforts
- Helps identify resources
- Allows you to measure results and adjust efforts and budgets along the way



Questions?