Can We Market Our Waste?

- Yes and No
  - Marketing Issues
  - Pricing Strategy
  - Packaging
  - Target Markets & Sales Outlets
  - Publicity
  - Website
Marketing Issues

- Basic Marketing Channels
- Major Competitors
- Raw Material
- Technical
- Organizational
- Environmental

Pricing Strategy

- Business Model
- Financial Plan
- Budget
- Forecast
- Credit
- Sales
- Access to Market Outlets and Related product Placement
Packaging

- Pack Size (Bulk and Bagged)
- Buyers (Man or Woman)
- Benchmark
- Retail/Wholesale
- Description (Why Our Product)
- Make it Easy for the Buyer

Target Markets & Sales Outlets

- Landscaping Contractors
- Nurseries
- City/State Agency
- Agricultural Producers
- Large National Accounts (Lowe’s, Wal-Mart, Home Depot and more)
Target Market Survey ME and EIERA

- Survey 200 Companies
- SIC 287503, 519306, 526134 and 078204
- SIC Companies with 5 or more employees
- Only Looking at the SIC 078204 (Landscaping) for the State 830 firms

Target Market Survey

- What the Buyer Wants
  Price, Quality, Tested, Guarantee, On Time Deliver, Able to Tour Your Operation, Willing to Sign Contract, Give Samples and More
**Target Market Survey**

- Market Pricing
  Manure $23.00 and up per-cubic yard and .98 and up per- cubic foot
- Place Orders
  With Wholesalers in Late Winter for Sale in Peak Periods from March through June

**Publicity**

- Partnering to Efforts to help Stretch Marketing $$$’s
- Volunteer to Write a Short Column Newspapers and Magazines
- Volunteer to be on Radio and local TV station
- Reach out to Environmental groups (Sierra Clubs and others) and State/Fed Agencies
  Explain how your product can help the Environment
Website

- A Website is Fertile Ground to Further Educate on the Virtues of the Product
- All about your Product and Who we are
- Buy Direct On-Line
- Sales Force
- Where is the Nearest Product Supplier

Black Gold

- Thank You

Any Questions