

# Poultry Farming Workbook

## The Power of an Egg



## Instruction to Users

This workbook is meant for use both during and after the Eggpreneur training workshop. During the workshop, this guide will correspond to certain activities presented in the training slides. The Eggpreneur trainer will refer you to certain sections of this workbook at the appropriate time. The tables and charts in the appendices are meant for use after the training workshop. They will be helpful for recording everyday tasks that are required to be a successful poultry farmer.

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# Marketing

What is your product?

*Pick any product that you might want to sell (eggs, school uniforms, rosaries) and describe it. It may also be helpful to sketch a picture.*

Who is your customer?

*Using the product you previously described, answer each question.*

Who are the people that will buy your product?

Do they live close to you? Do they live in another country?

How much spending money do they have?

Why will they want your product?

*In addition, why do you think it is important to be able to define your target population (customer)?*

## Where will you sell your product?

*Pick two locations where you could sell your product. List the pros and cons of each in the table below:*

|          | Pros: | Cons: |
|----------|-------|-------|
| Place 1: |       |       |
| Place 2: |       |       |

*Based on the pros and cons, which place do you think would be best? Why? Explain below and discuss with a partner.*

## What will the price be?

*Fill out the table by answering these three questions:*

1. What are some products (in your selling location) that are similar to yours? List them in column 1. *For example, if you were selling school uniforms, you may name the other companies in the area that also sell school uniforms.*
2. What are the prices that the other competitors charge for their products? *Place these in the appropriate places in column 2.*
3. How does your product compare with these other products? Are the competitor's products of higher or lower quality than yours? *Place your answer in column 3.*

| Column 1          | Column 2         | Column 3                                   |
|-------------------|------------------|--|
| Similar products: | Price of Product | Higher or lower quality than your product? |
| Product 1:        |                  |  |
| Product 2:        |                  |  |
| Product 3:        |                  |  |

*Finally, determine a price for your produce based on the competitor's prices and their quality. Price: \_\_\_\_\_*

## How will you advertise your product?

First, list locations where your target customer lives, shops, and works:

Next, brainstorm possible ways you could advertise your product to your customer.