

TOOL KIT 7

MARKETING



Kenya Agribusiness
and Agroindustry
Alliance

Transforming Kenya's Agribusiness

Let's grow your business, one Tool Kit at a time!

MARKETING

Ensure that the labor hired/employed for the task is aptly competent and gives value for work at any given time.



Product

Products have to be developed according to the needs of the customer/ters regularly.

They need to have all other features of other products, look good, taste good, work well, be at the right place at the right time

Use eco- friendly packaging that can be recycled or reused

It is in the processors' interest to involve the Kenya Bureau of Standards at an early stage of label design to avoid errors, which would result in an expensive re-design after labels have been printed.

Professional advice should be sought from graphic designers who are experienced in label design, or from the Bureau of Standards

Place

Set a price that remains close to available market alternatives to be attractive and competitive to customers.

To justify extra charges your products should offer increased product value through performance and quality.

Promotion

Highlight the superior characteristics of your products and services

A company can leverage on product promotions through use of internet, emails, social media etc that provide a cost effect way of promoting your products as well as eco-friendly.

People

Employees of the organization should be well trained on the characteristics of the products so that they can effectively be able to share the benefits to the customers.

Employees can affect either positively or negatively to the customer satisfaction level by the way they carry out their duty. This can affect the buying decision of a customer.

Process

One has to make sure that you have a well-structured business management process in place to minimize costs.

Ensure that your entire sales process, a pay system, distribution system and other systematic procedures and steps to ensure a working business that is running cost effectively.

The process by which customers get services, products or information need to be smooth.

E-commerce has been helpful, customers can get valuable information online instead of waiting for brochures that are expensive and wasteful.

Physical enviroment/evidence

This refers to the way your product, service, and everything about your company, appears to external actors. All of these should fall in line with what you stand for.