# Assignment: Farmer’s Market Observation and Analysis

During a field trip to a local Farmer’s Markets or a produce stand, think about and analyze various aspects of the market as you wander through the stalls or display area. As you observe, be thinking about the farmer’s potential for success based on vendor displays, customer service, quality of product, signs, number of customers, pricing, packaging, etc.

Select **two** of the following aspects to discuss related to direct marketing success. Incorporate the **two** selected issues into your marketing plan. (Most of these will apply to any type of direct marketing venue you choose to do yourself.)

* **Booth design -** Did design and arrangement of the booth help make it more attractive? Did it draw in customers? Were the signs noticeable and aesthetically appealing? Was it easy for the customer to select and make their purchases?
* **Product displays –** Were the products displayed to their best advantage? Could you see and easily access the products you wanted? Were the prices displayed where you could read them and figure it out without having to ask?
* **Vendor identity** - Did they have a farm name? Did they include any information on their location or how they grew the products? Did they have pictures of their farm? Business cards or name on the products?
* **Quality of products** – Did vendors have varying quality of products (based on appearance)? Did they provide labels of “local”, “sustainable” or “organic” to highlight qualities of their products that might be of value to you?
* **Price of product** – Did vendors have varying prices on similar products? How much variation was there among growers? Were the higher quality products the highest price? How was the pricing displayed – did that influence purchase?
* **Number of Customers** - Did quality, price, design or display seem to have any influence on the number of customers shopping there?
* **Customer service** - Were you aware of any vendors’ attitudes or customer service approaches that were particularly friendly, attentive or helpful to customers? How did that affect sales?

**Recommended for use with Lesson: Direct Marketing**