



BULLSEYE

FOOD

MARKETING

Bullseye Food Marketing Ltd,
Unit 1G, The Atrium, Blackpool, Cork, Ireland.
Tel: (021) 4776644 Mobile :(087) 6539676
E-Mail : chyde@bullseye.ie Web: www.bullseye.ie

Course: Market Research – How to Research Your Target Market!

Duration:

1 Day or 2 x 3 hour evening seminars

Who Should Attend:

Sales and marketing personnel, anyone running a new or established food business / SME.

Description:

This Bullseye Food Marketing workshop provides you with all the skills you need to take a new idea through the various crucial stages of market research.

We guide you from the initial investigative stage, right through to the commercialisation of your idea.

Firstly, we look at the importance of prototype development and the protection of intellectual property. We then assess the best means of carrying out detailed market research and look at the budgetary constraints that you may encounter.

On completing this course, you'll have a full understanding of the impact of qualitative and quantitative research, as well as the competence to produce your own market research studies, including PEST/SWOT reports and market gap analysis.

Topics:

- How to research your new food product concept
 - DIY desk research
 - DIY quantitative research on a budget
 - DIY qualitative research on a budget
 - Market place research
 - Trade show research
 - Free sources of market and consumer information
 - Understanding the trends in your target food market
 - The effect market and consumer trends will have on your food business
 - Market 'gap analysis'
 - Competitor price and packaging audit
 - Researching and setting your product size and price points
 - How is your target market moving? Where are the current market trends going?
 - Where and how do your customers currently buy your type of product?
 - What value can you bring to the market with your new brand?
 - Establishing a clear brand message and strong unique selling points
 - Understanding consumer perceptions of your proposed food brand – your branding, product quality, packaging, pricing, promotions etc.
 - Understanding how search engines can be used for market information
 - Creating profiles of your customers and competitors
 - How to carry out a PEST/ SWOT analysis
 - How to research the market using primary and secondary techniques
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