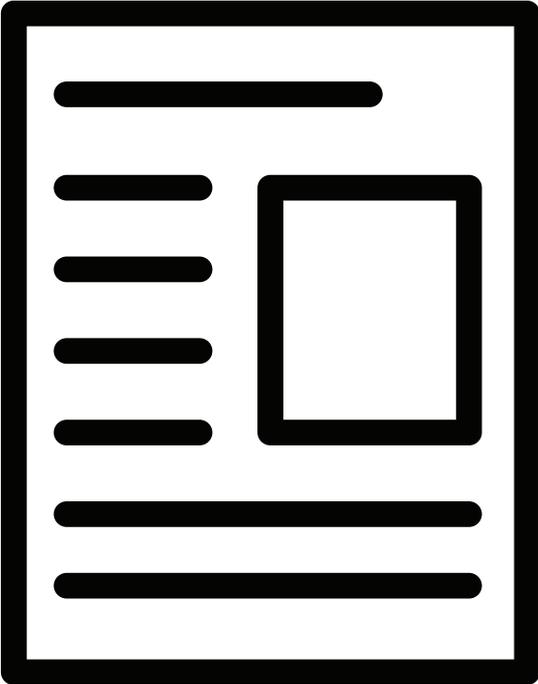


# HONEY STARTER KIT

# MARKETING



## CHAPTER ONE

# MARKETING MODEL

The marketing of your new honey brand will be very important. Your customers have to be convinced that your honey is real and natural honey. Your honey should be available where your customers do their shopping and they should have the feeling your honey has a realistic price. The marketing of a product is often divided in 4 categories. The so-called 4p's: product, place, price and promotion.



### PRODUCT

The identity of your honey should be natural, local, transparent and traceable. It is important that your customer believes that your honey is really natural. There should be no doubt about that. You give your customer extra trust with the qr code on the label which shows the customer the source of the honey. It could be a good idea to keep the jar of the honey as transparent as possible, so the customer will can have a good look at your delicious honey. The jar should be made from glass instead of plastic, because glass gives a more natural feeling. In everything your product should be natural, local, transparent and traceable.



### PLACE

The medium sized shops seem to be the best place to sell your honey. These shops want a reliable supplier, so you need to have enough honey in stock. You should sell your honey in the same region as where you purchase it. This will save transport cost and is important for your local and reliable image.



## PRICE



## PROMOTION

The price of your product compared to your competitors is important. You can easily do a market research in the shops. Just make list like below and write down the details of your competitors. Besides you need to know the mark up of the shops where the honey is sold.

This is an example of a price comparison:

Shop	Honey brand	Natural/ Industrial	Quantity (ml)	Price	Price/ltr
Store A	Bletaria 1	natural	250	€ 4,00	€ 16,00
Store A	Bletaria 2	natural	300	€ 5,00	€ 16,67
Store A	Sunny honey	industrial	200	€ 1,00	€ 5,00
Store A	Sunny honey	industrial	400	€ 1,50	€ 3,75
Store A	Golden honey	industrial	300	€ 4,00	€ 13,33
Store A	Flower honey	natural	250	€ 4,50	€ 18,00
Store A	Flower honey	natural	500	€ 6,00	€ 12,00
Store B	Bletaria 1	natural	250	€ 3,00	€ 12,00
Store B	Bletaria 2	natural	300	€ 5,00	€ 16,67
Store B	Sunny honey	industrial	200	€ 6,30	€ 31,50
Store B	Golden honey	industrial	300	€ 6,50	€ 21,67
Store B	Flower honey	natural	250	€ 3,00	€ 12,00
Store B	Flower honey	natural	500	€ 4,10	€ 8,20
Store C	Etc.				

With promotion it is all about focus. You should focus on the message you want to communicate to your customer. You should have a clear picture of the words your customer will associate your honey with. Furthermore you should focus on time; promotion should be concentrated in a certain period for example a week or a month. You can do a honey tasting in the supermarkets combined with a local radio commercial and advertisement in the local newspaper. It is proven that a consumer will remember your brand name better if he hears the brand name often in a short period then now and then in a longer period.

## CHAPTER TWO

# LOGO

Here are the ready-to-use logos for the honey jars. On the USB-stick you can find the editable files where you can change 'YOUR NAME' and add the legal requirements of your country.



LABEL FOR LID



LABEL FOR FRONT

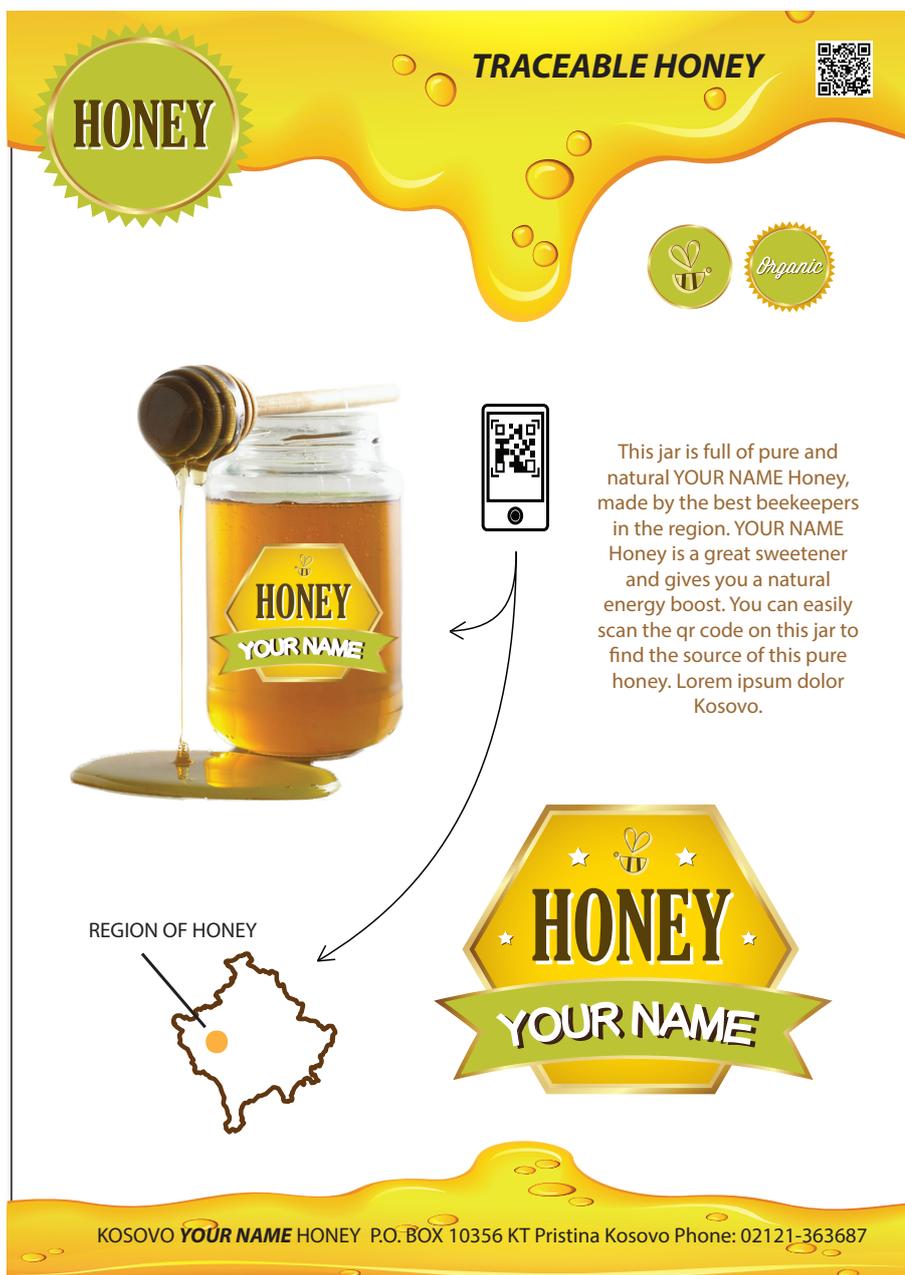


LABEL FOR BACK



# CHAPTER THREE BROCHURE

This is a sample brochure which you can use for customers to promote your product. See USB stick for editable files.



**HONEY**

**TRACEABLE HONEY**

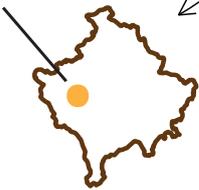


*Organic*



This jar is full of pure and natural YOUR NAME Honey, made by the best beekeepers in the region. YOUR NAME Honey is a great sweetener and gives you a natural energy boost. You can easily scan the qr code on this jar to find the source of this pure honey. Lorem ipsum dolor Kosovo.

REGION OF HONEY

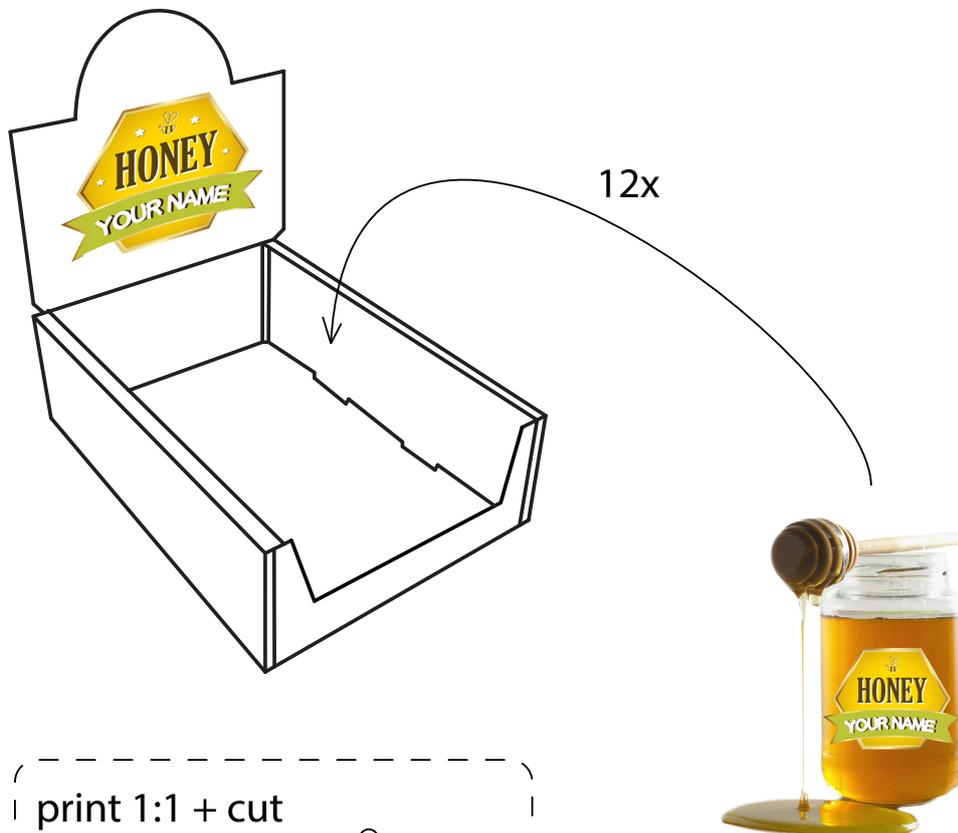


KOSOVO **YOUR NAME** HONEY P.O. BOX 10356 KT Pristina Kosovo Phone: 02121-363687

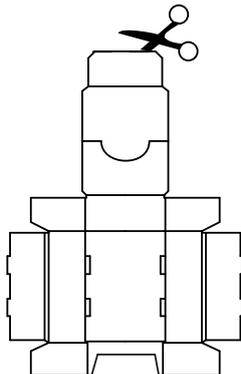
## CHAPTER FOUR

# COUNTER DISPLAY

It's important to be visible in the shops. This counter display will help you. For original image files, see USB stick.



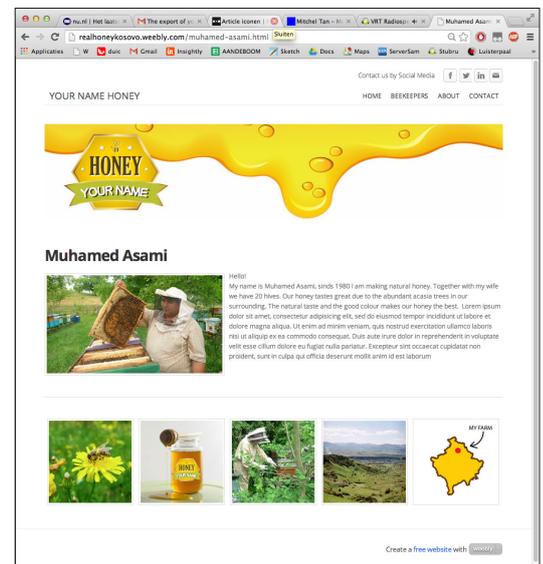
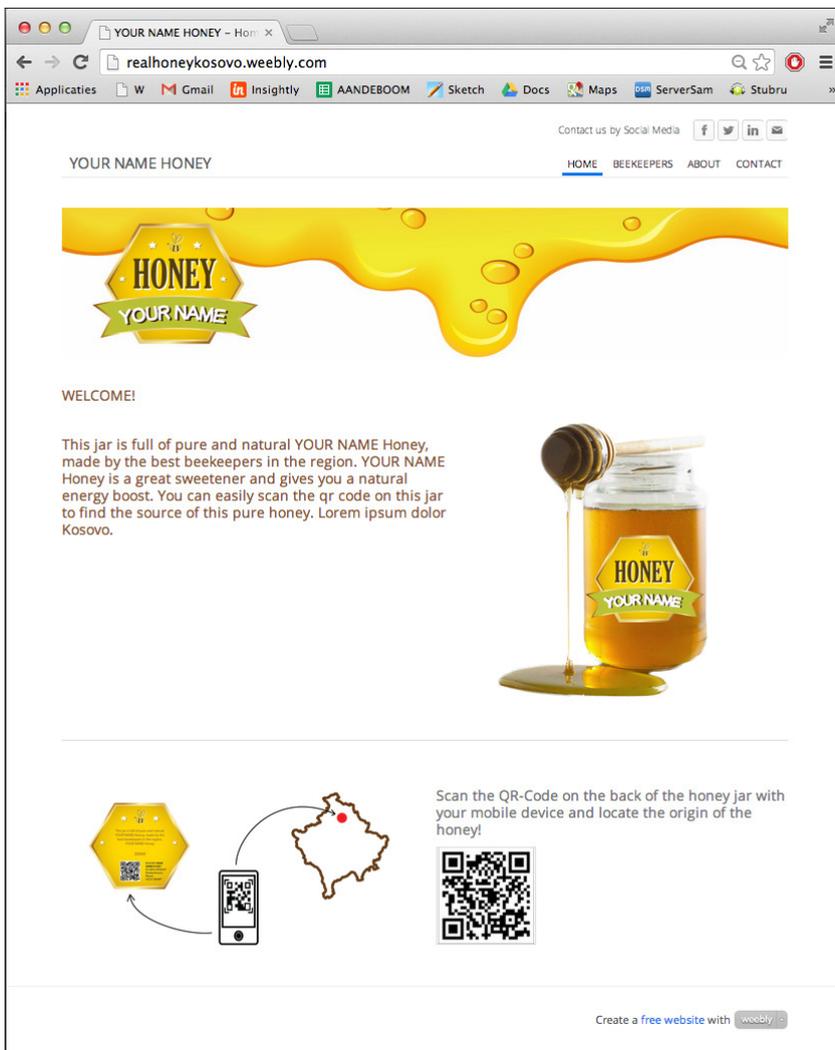
print 1:1 + cut



# CHAPTER FIVE

# WEBSITE

This is a custom made website ready for you to use. On this website your supplier bee keepers each have a page to tell their story. The qr-code on the labels refer to these pages. Just make an Weebly account on Weebly.com and upload the template of this website from the USB stick to your account.



© 2014 by Single Spark.

All rights reserved. No part of this document may be reproduced or transmitted in any form or by any means, electronic, mechanical, photocopying, recording, or otherwise, without prior written permission of Single Spark.

**Single Spark**  
**The Netherlands**  
**[www.singlespark.nl](http://www.singlespark.nl)**  
**+31(0)646902592**

