

MARKET ACCESS

Facilitators Guide

Aim: To help the participants making an assessment of the Markets and trading opportunities that exists to support business.

Objectives : By the end of this session participants will have:-

- Understood the different type of markets that exists for the sale of goods and produce
- Reviewed what there business will need to do to access the markets
- Discussed the practical ideas about developing a Unique selling point (USP)

Outline of Session & Suggested Timings (approx 1 hour)

1. Introduction - 5 mins
2. Types of Markets & Opportunities Survey - 25 mins
3. Discussion of survey findings - 10 mins
4. The Internet as a Business Tool - 10 mins
5. *Questions & Feedback -10 mins*

1. Introduction

- A) Welcome Everyone to the Group.
- B) Get people to Introduce them selves

Slide 1 – Introduction

For you to say - A market is where your best customers can be found and where you can grow sales of your products or services
 There are many markets to sell into, depending on the amount of goods or services you can supply and the quality and price you can provide.
 Market access is usually a slow progression, but entrepreneurs can take risks and move into bigger markets.



<p>Slide 2</p> <p>Show Slide 2 – Introduction</p> <p>For you to say – As per slide</p> <p>Introduce the participants to the idea of having a Unique Selling Point (USP) for the business.</p>	<p>There are many markets to sell into, depending on the amount of goods or services you can supply and the quality and price you can provide.</p>  
<p>Slide 3</p> <p>Look at the table on page 2 of the workbook – Explore with participants the different types of markets that exist and how they are relevant to the business opportunities that exist. What steps do some participants need to take to access some new markets ?</p> <p>Prepare to ask participants to complete the next table in the workbook.</p>	 <p>Types of Markets</p> 
<p>Slide 4</p> <p>Look at page 3 & 4 of Workbook</p> <p>Encourage participants to Tick the market/s they want to sell to in the next three years as they grow a business.</p> <p>Encourage the participants to discuss together the types of markets they want to access and why?</p>	 <p>Market Possibilities Work Book Exercise</p> 
<p>Slide 5</p> <p>Examine the possibilities of selling goods via the Internet. Look at page 5 in the workbook and look at the websites.</p> <p>How easy or what challenges would participants face in trying to sell goods via the Internet?</p>	<p>The Internet As A Business Tool</p>  
<p>Slide 6</p> <p>Get a discussion going about how Market access works in reality for the participants</p>	<p>Discuss what you discovered about Market Access.</p>  

Show Slide 5 - Conclusion and Feedback

Consider what you have done – Have you met the AIMS of the course?

Open the group to ask questions and provide feedback

Was the information useful and at the right level

Thank everybody for coming – Encourage the group to network and share contact numbers or emails (if appropriate) and to keep in touch.

