

MARKET ACCESS

Workbook

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.

Trading Associations or Cooperatives can more easily, rent land and meet the demands of larger markets, by working together to produce larger quantities of products for which there is a known market and good stable prices

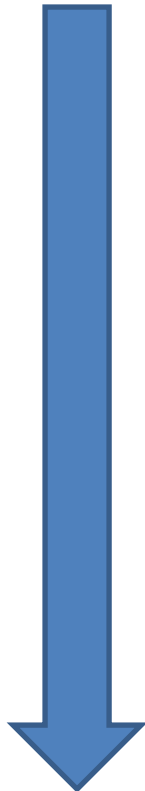


You will need to study and talk to people in your chosen market, especially if it is new to you – look carefully at prices, seasonal variations in supply and pricing.

Find out what is successful and try to make sure that what you want to sell, your market customers will want to buy! Have a USP!



**Small amounts, often seasonal,
variable quality, low risk, low
cost, prices and profit vary.
Little and irregular income**



**Large amounts, bulk packing,
All year supply potential,
Strict quality control needed,
contract fixed price.
Creates jobs Finds investment.
Needs sound management and
planning.
Need for innovation
Good sustainable income**

Local Barter/Exchange

Local Homes Market

Roadside markets

Mobile Markets

Public Kiosks

Town Open Markets

Major Customers

Wholesalers

Export Markets

**The Internet (Does not
need large quantities)**

MARKET POSSIBILITIES

Tick the market/s you want to sell to in the next three years as you grow your business:

Local barter exchange market



Local homes market



Roadside market



Mobile markets



Public Kiosks



Town Open Markets



Major Customers



Wholesalers



Export markets



Internet

The

You can sell and buy individual items on the internet
(Look at www.amazon.co.uk and www.ebay.co.uk)



Market Access

- Entering and successfully selling in any market requires careful thought and planning, the bigger the market the greater the planning needed
- Your target market should fit your ability to supply goods of the type and quality people will buy.
- If your output can be increased by group trading, this will make it much easier to sell into bigger markets.
- If you gain a major customer, export or sell to wholesalers and the quality fails to meet an agreed standard you may have to recall or dispose of stock with no sales
- The smaller markets are good for learning, but if you want to grow and generate more income and create more jobs you will need to study larger market opportunities

Discuss your selected market with your Group