



*Brown to Green*



Jimmy Story  
Missouri Enterprise

*Helping Missouri Businesses Succeed!*

Material Adapted:  
Manufacturing Extension Partnership  
The Lean Enterprise Institute

a NIST | Network  
MEP | Affiliate

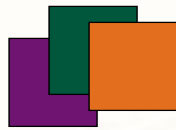


## Can We Market Our Waste?

- ◆ Yes and No
  - ◇ Marketing Issues
  - ◇ Pricing Strategy
  - ◇ Packaging
  - ◇ Target Markets & Sales Outlets
  - ◇ Publicity
  - ◇ Website



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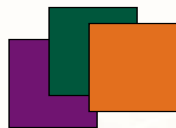


## Marketing Issues

- Basic Marketing Channels
  - Major Competitors
  - Raw Material
  - Technical
  - Organizational
  - Environmental



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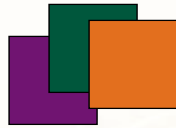


## Pricing Strategy

- Business Model
- Financial Plan
- Budget
- Forecast
- Credit
- Sales
- Access to Market Outlets and Related product Placement



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## Packaging

- Pack Size (Bulk and Bagged)
- Buyers (Man or Woman)
- Benchmark
- Retail/Wholesale
- Description (Why Our Product)
- Make it Easy for the Buyer



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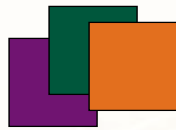


## Target Markets & Sales Outlets

- Landscaping Contractors
- Nurseries
- City/State Agency
- Agricultural Producers
- Large National Accounts (Lowe's, Wal-Mart, Home Depot and more)



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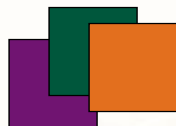


## Target Market Survey ME and EIERA

- Survey 200 Companies
- SIC 287503, 519306, 526134 and 078204
- SIC Companies with 5 or more employees
- Only Looking at the SIC 078204 (Landscaping) for the State 830 firms



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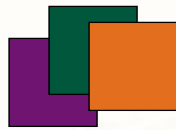


## Target Market Survey

- What the Buyer Wants  
Price, Quality, Tested, Guarantee, On Time  
Deliver, Able to Tour Your Operation, Willing  
to Sign Contract, Give Samples and More



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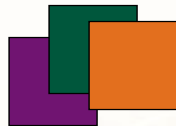


## Target Market Survey

- Market Pricing
  - Manure \$23.00 and up per-cubic yard and .98 and up per- cubic foot
- Place Orders
  - With Wholesalers in Late Winter for Sale in Peak Periods from March through June



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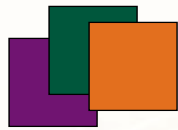


## Publicity

- Partnering to Efforts to help Stretch Marketing \$\$'s
- Volunteer to Write a Short Column Newspapers and Magazines
- Volunteer to be on Radio and local TV station
- Reach out to Environmental groups (Sierra Clubs and others) and State/Fed Agencies
  - Explain how your product can help the Environment



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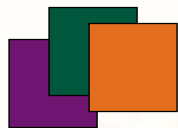


## Website

- A Website is Fertile Ground to Further Educate on the Virtues of the Product
- All about your Product and Who we are
- Buy Direct On-Line
- Sales Force
- Where is the Nearest Product Supplier



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## Black Gold

- Thank You

Any Questions



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