

IDENTIFY PRODUCT NEED & NICHE



Behind every great product is a customer who needs it. Identifying customer needs prior to launching your wholesale design will help you gain a competitive edge in the retail industry.

Identify Your Customer:

Who is your customer? Identify and define their age range, gender, income, region, shopping habits, and brands on the market they currently love.

Find Out Their Needs:

What are your customers' expectations? Do you have the right product mix and services to best meet these customer needs? How much are customers willing to pay?

Focus on The BIG SIX:

Customers have six basic buying needs

1. Safety. 2. Performance. 3. Appearance. 4. Comfort. 5. Economy. 6. Durability.

Finding out which buying needs are most important to your customers will allow you to match these needs to the benefits of your products.

Communicate How You Can Satisfy their Needs Better than the Competition:

Use a strategic marketing campaign to attract more customers than your competitors. Persuade your customers to shop with you more regularly. Increase the amount that your customers spend.

Establish Ways to Record and Interpret Customer Feedback:

Use this information when making important decisions about marketing, merchandising, and selling. Be willing to listen to your customer and make changes based on feedback. Customer Surveys or even a Suggestion Box send a clear message to customers that you are interested in their input.