



## PRODUCT AND UNIQUENESS WORKSHEET

Complete the worksheet on the second page for every main and finalized product you plan to produce and offer.

### EXAMPLE

**Product:** Daffodils

**Unique Feature 1:** *Grown with no pesticides or herbicides.*

**Appeals to which market segment?** Retail and Wholesale Florists (delivery).

**Appeals to which customer profile?** Women, 25-65, affluent, weekly bouquets, events, sentimental, business owners.

**Can the competition copy it?** Yes

**Unique Feature 1:** *Locally produced and processed.*

**Appeals to which channel?** Retail and Wholesale Florists (delivery).

**Appeals to which customer profile?** Women, 25-65, affluent, weekly bouquets, events, sentimental, business owners.

**Can the competition copy it?** No

**Unique Feature 1:** *Unique varieties not found in stores.*

**Appeals to which channel?** Retail and Wholesale Florists (delivery)

**Appeals to which customer profile?** Women, 25-65, affluent, weekly bouquets, events, sentimental, business owners.

**Can the competition copy it?** No

**Summarize this produces unique features stated above and why it's valuable to your customer segment. What supply and demand trends, or emerging trends, support this product?**

Since 1970 's locally produced flowers sales plummeted due to the import of cut flowers from international markets with lower costs and faster travel. Most of these flowers are grown using herbicides and pesticides that are not federally regulated. With the rise in demand for pesticide free locally grown food, so has the demand for pesticide free locally grown flowers. In addition, because of locally grown distribution taking less time to reach the customer, unique floral varieties can be sold which is appealing to customers and will pay more.



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Appeals to which market segment?

Appeals to which customer profile?

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