

	CUSTOMERS	END USERS
	Who pays for your product or service?	Who uses your product or receives your service?
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How do you describe your customer? Can you think of a specific type of person and describe things you know they do or consume?		
VALUES What do they care about?		
On what basis do they make purchasing decisions? Can you think of something specific you've heard them say?		
DISTRIBUTION CHANNEL(S)		
Are you selling wholesale, directly to the consumer, or another way?		
Who gives you money for your product? Do they use the product or sell it? How does the product get to the end user(s)?		
BRANDING AND PACKAGING		
What should your product look like? How does it stand out and attract your customer?		
MARKETING		
How will you get your customers' attention? How do customers learn about your product?		



Extension UNIVERSITY OF WISCONSIN-MADISON COMMUNITY FOOD SYSTEMS

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