

## MARKETING YOUR PRODUCT

**BELINDA BERMAN, Faculty Of Business Informatics, Cape Technikon**

Presentation to Craft Partnership Meeting on 4 June 2003

Pay professional attention to detail.

**A. Garment inner or outer labels:** These must contain:

Outer garment and lining details; material content of shoe uppers or soles

Your business logo

Garment labels can be sewn in or attached to the garment

Include washing instructions

Regard the label as part of the whole packaging of the product

**B. Price tags:** Always put a price on your product. Details on tag:

Price

Description of product

Care of product

Contact details

Your business logo

Attach the tag to your product

Do not use stick-on labels if they are difficult to remove

Regard the label as part of the whole packaging of the product

**C. Packaging - Presentation of product**

Cloth and fabric items or clothing: present them folded and neatly packaged in a box or tied with raffia

Products must be kept clean

Other products should be presented in a box or tied together with labels

Group items, i.e. 6 place mats, 6 coasters, etc

Provide information about the product

**D. Brochure:**

What size should the brochure be?

layout/design: Who will do the artwork and design? Should it be 1 folded A4-page or more?

Must contain description of the product and a bit about the business

Your business logo

Contactable details

A price-list of item(s) could be inserted as a loose leaflet

**E. Business cards:** These need to contain your details:

Name;

The name of your business;

Your business logo;

If you have a sales representative, leave space for that name

**F. Signage and Display at exhibitions:**

Think of having the name of your business inscribed on a display board by a signage company

Use neat, efficient display methods (boards (for jewellery), stands (for shoes), display stands (for cards, etc), etc to suit your products; these may have to be specially made

Be careful of creating crazy fruit salads with *Fancy Text* and **loud colours**. Keep your image simple.