



Target Market: Market Pyramid

Standard = An artisan enterprise understands where their products are positioned in their target market in terms of price, quality, design and volume.

Position your products and company by using the Market Pyramid.

The Market Pyramid defines three segments of the market:

Luxury (or High-End), Mainstream and Mass Market

Luxury: Products and brands with a high level of price, quality, aesthetics, rarity and symbolism. They are the most expensive products whose brand carries value over time; the design is chic and elegant; the brand stands for the “best of the best”; the quantities are limited and exclusive.

Mainstream Market: Products and brands with a moderate level of price and design that appeal to a large, broad customer base. Prices are affordable, volumes support wide distribution, design is fashionable and quality is good.

Mass Market: Products and brands with a low level of price and quality and high volumes to support extensive distribution. Demand is driven by price. Products are not expected to last a long time so quality is not a priority.



Activity

1

Draw a picture of a Market Pyramid. Indicate where your products are positioned.



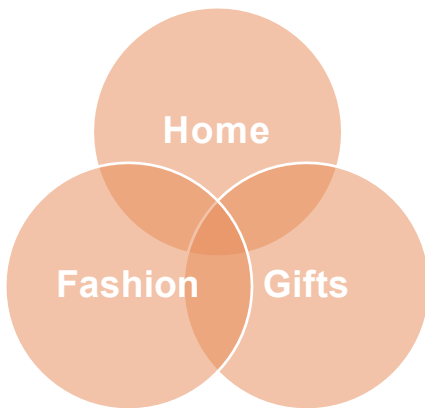
Target Market: Product Categories

Standard = An artisan enterprise understands what product categories they fit into.

Markets are structured around standard product categories based on a product's function and how the end-consumer will use the product.

There are three main product categories: **HOME; FASHION; & GIFT.**

Global handmade products exist in all three categories.



Within these three main product categories, there are sub-categories where global handmade products are in demand and compete well.



HOME

Accent Furniture
Home Textiles & Rugs
Tabletop & Kitchen
Wall Art & Decor
Candles & Lighting
Garden & Outdoor
Bed & Bath
Children's
Office & Storage



FASHION

Apparel (S/M/L)
Jewelry
Accessories
Footwear
Bags



GIFT + OTHER

Items < \$25, \$50, \$75 & \$100
Stationery
Pet Accessories
Wellness
Baby & Child
Games & Puzzles
Holiday & Seasonal

Activity

1

Where are your products positioned:

- Home
- Fashion
- Gift

2

List 2-3 sub-categories where your products are positioned.

- 1.
- 2.
- 3.



Target Market: Product Categories (continued)

HOME		FASHION	GIFT & OTHER
Accent Furniture	Lighting & Candles	Apparel (*sizes S/M/L)	<i>Items < \$25, \$50, \$75 or \$100</i>
<i>Stools & Chairs</i>	<i>Candles</i>	<i>Skirts</i>	Stationary
<i>Ottomans</i>	<i>Candle Holders & Votives</i>	<i>Pants & Shorts</i>	<i>Note Cards</i>
<i>Small Tables</i>	<i>Lanterns</i>	<i>Blouses & Tee Shirts</i>	<i>Letterhead</i>
<i>Trunks & Boxes</i>	<i>Wall Sconces</i>	<i>Sweaters</i>	<i>Gift Wrap & Bags</i>
<i>Shelves</i>	<i>Lamps & Lamp Shades</i>	<i>Dresses</i>	<i>Portfolios</i>
<i>Fireplace Screen & Tools</i>	Garden & Outdoor	<i>Sleepwear</i>	<i>Pens & Pencils</i>
Home Textiles & Rugs	<i>Planters & Pots</i>	<i>Jackets</i>	<i>Journals & Notebooks</i>
<i>Decorative Pillows</i>	<i>Vases</i>	<i>Swimsuits & Beachwear</i>	Pet Accessories
<i>Throws & Blankets</i>	<i>Plant Stands</i>	<i>Outerwear</i>	<i>Dog Collar & Leashes</i>
<i>Wall Hangings & Tapestries</i>	<i>Garden Sculpture</i>	Jewelry	<i>Pet Dishes</i>
<i>Curtains</i>	<i>Gardening Tools</i>	<i>Necklaces</i>	<i>Dog Sweaters</i>
<i>Mats</i>	<i>Baskets</i>	<i>Earrings</i>	<i>Dog Beds</i>
<i>Area Rugs & Runners</i>	<i>Bird Houses</i>	<i>Bracelets</i>	<i>Dog/Cat Toys</i>
Tabletop & Gourmet	<i>Wreaths & Garlands</i>	<i>Rings</i>	<i>Bird Cages</i>
<i>Salad Bowls & Utensils</i>	Bed & Bath	<i>Jewelry Boxes, Stands & Bags</i>	<i>Images of cats, dogs, birds, fish</i>
<i>Serving Platters & Bowls</i>	<i>Soap Dish & Toothbrush Cups</i>	Bags & Accessories	Wellness
<i>Serving Utensils</i>	<i>Canisters & Boxes</i>	<i>Tote Bags</i>	<i>Candles</i>
<i>Pitchers</i>	<i>Mirrors</i>	<i>Handbags</i>	<i>Incense</i>
<i>Dessert Plates</i>	<i>Wastebasket</i>	<i>Wallets</i>	<i>Lotion</i>
<i>Coffee Mugs & Tea Cups</i>	<i>Clothes Hamper</i>	<i>Coin Purses</i>	<i>Soap</i>
<i>Trays</i>	<i>Wall Shelf</i>	<i>Cosmetic Bag</i>	<i>Fragrances</i>
<i>Cutting Boards</i>	<i>Jewelry Boxes & Stands</i>	<i>Clutches</i>	<i>Yoga Mats & Accessories</i>
<i>Glassware</i>	<i>Towels</i>	<i>Belts</i>	Games & Puzzles
<i>Napkins</i>	<i>Quilts & Duvets</i>	<i>Hair Accessories</i>	<i>Board Games</i>
<i>Placemats</i>	<i>Decorative Pillows</i>	<i>Hats</i>	<i>Cards & Card Games</i>
<i>Napkin Ring Holders</i>	<i>Blankets & Throws</i>	<i>Scarves</i>	<i>Puzzles</i>
<i>Tea Towels</i>	<i>Slippers</i>	<i>Socks</i>	<i>Craft Kits</i>
<i>Table Runners & Table Cloths</i>	<i>Robes</i>	<i>Slippers</i>	<i>Sports Equipment</i>
<i>Apron & Hot Pads/Mits</i>	<i>Shower Curtain</i>	<i>Glasses</i>	<i>Books</i>
<i>Coasters</i>	Childrens	Shoes	Seasonal & Holiday
<i>Salt & Pepper Shakers</i>	<i>Receiving Blankets</i>	<i>Boots</i>	Christmas
<i>Coffee & Tea Accessories</i>	<i>Crib Linens</i>	<i>Sandals</i>	<i>Ornaments</i>
<i>Storage</i>	<i>Sweaters</i>	<i>Slippers</i>	<i>Garlands</i>
Wall Art & Decor	<i>Hats & Booties</i>	<i>Flats</i>	<i>Stockings & Tree Skirt</i>
<i>Mirrors</i>	<i>Layette (for newborn babies)</i>	<i>Heels</i>	<i>Tree Toppers</i>
<i>Frames</i>	<i>Dolls & Doll Accessories</i>	<i>Sneakers</i>	<i>Angles, Santas & Figurines</i>
<i>Framed Art</i>	<i>Teddy Bears</i>		<i>Nativity Set</i>
<i>Wall Hangings</i>	<i>Stuffed Animals</i>		<i>Red/Green/White/Silver/Gold</i>
<i>Tapestries</i>	<i>Toys & Books</i>		Easter
<i>Wall Hooks & Organizers</i>	<i>Puzzles</i>		<i>Eggs</i>
<i>Shelves</i>	Office & Storage		<i>Bunnies & Chickens</i>
<i>Baskets</i>	<i>Desk</i>		<i>Baskets</i>
<i>Vases</i>	<i>Chairs</i>		<i>Pastel Colors</i>
<i>Baskets</i>	<i>Filing & Storage</i>		Halloween
<i>Sculptures</i>	<i>Lamps</i>		<i>Pumpkins</i>
<i>Picture Frames</i>	<i>Bookends</i>		<i>Witches</i>
<i>Trays</i>	<i>Calendar</i>		<i>Ghosts</i>
<i>Jewelry Boxes</i>	<i>Notebook & Journals</i>		<i>Orange/Black/White Colors</i>
<i>Bookends</i>	<i>Desk Organizers</i>		Valentine's Day
<i>Fireplace Accessories</i>	<i>Magazine Rack</i>		<i>Hearts</i>
<i>Games</i>	<i>Photo Frames</i>		<i>Cupids</i>
			<i>Red/White/Pink Colors</i>



Target Market: Market Research

Standard = An artisan enterprise has resources for researching trends and requirements in their target market.

Market Research Tips:

- Identify brands, blogs, trade or lifestyle publications that match your market position and product category
- Sign up for email newsletters
- Follow on Social Media
- Visit websites regularly to follow market information, product specifications, consumer trends and design influences

Activity

1

List 5 brands, blogs, trade or lifestyle publications that you follow and research regularly:

- 1.
- 2.
- 3.
- 4.
- 5.