

Marketing and Sales Workshop

Type	Colour	Sales Scope	Clients	Promotion	Actions
Huacaya	Colours	Females	New breeders	Displays	Decide breeding / business direction
Suri	Grey	Stud males	"Top" new breeders	Open Farm Days	Review stock in line with direction
Suri Xs	White	Packages	Herd builders	Shows	Determine migration path
	Black	Matings/Breedings	Breeders moving up	Branding	Implement migration strategy - sales plan
	Fawn	Product/Garments	Sire users	Advertising	Determine "new" promotional strategy
	Brown	Agistment	Genetic chasers	Web	Review or establish "Image"
	Fancies	Commission sales	Show winner chasers	Email	Implement "new" promotional strategy
		Pet males	Life stylers	Sponsorship	Set sales budget
		Guard males	Investors	Association activities	Set acquisition budget
		"Paca Care"	Existing Clients	Local Groups	Review success of marketing
					Review success of sales