

Market Awareness and Sophistication level for Bakery/Confectionery Supplies

Market Awareness Level

Level 4 Awareness : Product Aware

Best Move : Buy NOW , Urgency , Desire , Need

1. They visit product page
2. We show them how and why this products are best
3. How this products will help them solve their problems
4. Urgency to buy
5. Send CTA & discount codes via SMS
6. Announcing new products (Different brands essentially since its full of products)

Market Sophistication Stage

Stage 4 Sophistication : Market tires of my Mechanism

Best Move : Position our version of product as Unique , bigger & better e.g. “ This new flour is from a new Cultivated Rice/Wheat” , “ This new cream will last 5 days longer than it should before fermenting “ , “ This new hazelnuts are roasted with special recipe”