

Customer segments

Print 3—4 copies — one card per segment. The six questions on page 2 help you fill it in.

SEGMENT NAME / LABEL

short and recognisable

TYPE

private person or business

SHORT DESCRIPTION

broadly who they are

1 · IN WHAT SITUATION DO THEY BUY?

weeknight dinner, a gift, a weekend visit, a holiday, delivery to a kitchen

2 · WHAT DO THEY VALUE MOST? (PICK 2—3)

taste/quality · local · clean ingredients · sustainability · price/convenience · relationship

3 · WHERE DO THEY FIND YOU — AND WHERE DO THEY WANT TO BUY?

Google, Instagram, the market, the sign, a recommendation · farm shop, shelf, home delivery

4 · WHAT DO THEY BUY OTHERWISE?

the supermarket, another producer, nothing at all

5 · WHAT MAKES THEM HESITATE?

price, the hassle of collecting, uncertainty about how to use it

6 · WHAT MAKES THEM COME BACK?

taste, relationship, simplicity, the season

WHAT IT MEANS FOR US (MARKETING & SALES)

channel, message, price — the conclusion you act on

IN ONE SENTENCE: HOW DOES THIS SEGMENT DIFFER FROM THE OTHERS?

How to fill in the card

Split your “one” customer into 3–4 segments — one card each. The answers go straight onto the card. Age and gender are never the answer.

The six questions

- 1 · In what situation do they buy? — the weeknight dinner, the gift, the weekend visit, the holiday, the delivery to a kitchen.
- 2 · What do they value most? — pick 2–3 from the list on the right.
- 3 · Where do they find you — and where do they want to buy? — Google, Instagram, the market, the sign, a friend’s recommendation · the farm shop, the shop shelf, home delivery.
- 4 · What do they buy otherwise? — the supermarket, another producer, or nothing at all.
- 5 · What makes them hesitate? — the price, the hassle of collecting, uncertainty about how the product is used.
- 6 · What makes them come back? — the taste, the relationship, the simplicity, the season.

The test

If two groups answer the questions the same way they are the same segment — merge them. If the answers differ on two or more questions, you have two segments.

What customers can value (question 2)

Taste and quality · Local and origin · Clean ingredients and health · Sustainability and ethics · Price and convenience · Relationship and story

No customer cares about everything. Whoever chooses you for local and relationship is not the same customer as the one who chooses you for price and convenience.

Two families of customers

Private people: the local regular · the conscious food lover · the gift or occasion shopper · the visitor/tourist.

Businesses & organisations: wholesaler/distributor · restaurant/café · shop/farm shop · public kitchen · event/catering.

(Sometimes called B2C and B2B — selling to end consumers and to businesses respectively.)

How to work through it

1. Look at the customers you already have — who buys today, who comes back? 2. Add the possible ones. 3. Group them into at most 3–4 segments with short labels. 4. Fill in one card per segment with the six questions. 5. Draw the conclusion: what does the segment mean for channel, message and price?