What is a market?

A market is a place where buyers and sellers meet for exchange of goods or services.

A vendor displaying fruits at a market

Customers are the most important in a market and an entrepreneur needs to consider their needs. Customers require different products and the entrepreneur who satisfies them gets the best income. The entrepreneur then needs to meet these needs through value addition.

How does an entrepreneur make his/her marketing efficient?

Product or service: Give the exact product or service that customers need.

A good price for products: The idea is to gain a reasonable profit but not to charge high prices.

Place of sale: An entrepreneur should take the product where the customer can easily access it.

Promotion: Promotion includes advertising, or existing customers can tell others about the product.

The target population: State the major target customers. They should be enough to consistently buy your product/service. These are people who the business will ensure they are the first to know the business is in operation. Their choice of goods and services forms the foundation of the major products of the business. They can be individuals, companies and other entrepreneurs, organization, local, regional, national or international.

Timber obtained from CAWT trees

For further information contact:
World Agroforestry Centre (ICRAF)
PO Box 30667- 00100, Nairobi, Kenya
Tel: +25420 7224000/4391/4267
Email: j.muriuki@cgiar.org
Email: j.oduol@cgiar.org
Email: worldagroforestrycentre.cgiar.org
What are the advantages of CAWT technologies?

- **More nutrients** are added to the soil (nitrogen fixation and nutrient cycling)
- **CAWT reduces pest and weeds in the farm:** Soil cover and crop rotation reduce pest infestation and weeds
- **Improved soil structure:** Soil remains covered with vegetation protecting the soil against erosion and nutrient losses by maintaining a permanent soil cover and minimizing soil disturbance
- **Saves on labour costs:** zero-tillage, less weeding and minimal pest problems due to the establishment of permanent soil cover/crop rotations reduces labour costs
- **Less water is used:** there is increased infiltration and enhanced water holding capacity from crop residues left on the soil surface. Mulches also protect the soil surface from extreme temperatures and greatly reduce surface evaporation
- **Soil fertility is built up over time:** the decomposition of organic crop residues at the soil surface increases soil fertility. Thus there are greater quantities of organic matter in soil surface residues
- **Less time:** Time used in zero-tillage technology is minimized
- **Higher production of food, fodder, fuel, fiber:** Food security is ensured. Farmers using CA technologies typically report higher yields and more income from sale of products
- **CAWT is accessible to small scale farmers** who need to obtain the highest possible yields with limited land area and inputs.

What is entrepreneurship?

Entrepreneurship is the act of starting a business, and developing the business to make profit

What are the entrepreneurship opportunities in CAWT?

CAWT provides farmers with many benefits: higher production, less labour, less erosion, less pollution, clean water, fresh air, healthy soil, natural fertility, food, fiber and biofuels carbon credits, beautiful landscape, sustainability of soil and the environment, and income from the sale of many different products.

With value addition, CAWT has many products both for food and for sale by farmers e.g. crops from the farm like beans, timber, firewood, fruits, milk and milk products, meat from animals, feed for livestock (from trees in the farm), kernels, dye, camwood pulp for paper industry, jam, jelly, chew sticks, oil, wine, thatch, medicines and many more.

Value-addition increases the value of a product and then the price of that product can also be increased and customers are maintained. Value is increased by adding extras in the manufacturing process, or by tacking on extra products and/or services. For example: pick a raw product and add value by roasting it, again add value by grinding it, or simply packaging it ready to grind. The roasted product could also be coated in chocolate and sold at a higher price.

To have many and quality products for sale an entrepreneur needs to do value addition to CAWT products.

What is value addition?

Value addition is adding an extra feature to a product to make it more preferred by customers in the market e.g. burning charcoal from trees or selling meat from livestock in the farm.

Value addition increases income. Value addition is done by developing a new idea then implementing the idea to make a new product. Value addition is done mainly to create a product that will be unique to customers. The customers will get very quality product. Then customers will flow and the business will make more profit.

How can I add value to CAWT products?

Higher added value gives a sense of luxury to goods and people buy them either to show off or because they like the product but either way the sales go up. Value addition is however effective if it can pay all the expenses such as wages, rent etc. and still earn more profit and the profit is satisfying. When a business adds value that is much greater than the cost of production the business is said to be successful.

High value products are products that have a high user satisfaction to cost ratio.

What are the advantages of value addition?

- An entrepreneur gets many products to sell.
- A farmer gets income even during off-seasons.
- Increases the profitability of CAWT farmers.
- Value addition makes use of excess produce from the farm e.g. over-ripe mangoes can be used to make juice.
- The business can sell products for a higher price.
- It will help the business to overcome the competitors.
- Customer loyalty is increased and the business will be recognized for it's efficiency
- It provides an outlet for other creative talents.