

# Atlanta State Farmers Market

An Overview of the Market and Recommendations for the  
Future

MBA Marketing Strategy Class  
Fall 2017

# Background of the Study

Seven groups of the Marketing Strategy course wrote marketing plans for the development of the State Farmers Market

Many of the recommendations were similar

This presentation will show the main points that the student groups recommended

# SWOT Analysis - Strengths

The location of the market: Perfect location next to I-75, the city of Atlanta, and Hartsfield-Jackson International Airport

Parking: Free parking located within the Farmers market

The size of the property: More than 150 acres, the largest market of its kind in the Southeastern US

History of the market: It has a psychological connection with a lot of consumers in the local area

Reputation with wholesalers: A strong reputation as a distribution hub with a steady flow of wholesale consumers

# Weaknesses

No Advertising: There is little or no advertising of the market

Sign outside the market dull and not exactly welcoming

Has lost touch with today's society: It has not followed the needs of today's consumer. No technological presence

Lack of strategic direction: No clarity about the market's next strategic steps

Decline in the number of individual consumers

Not very attractive surroundings for individual consumers

# Weaknesses (Continued)

Aesthetic appeal of the location: Very low

Combined focus as an industrial and consumer hub: potential safety issues, confusion among consumers

Low recognition in the Atlanta area: When individuals think of farmers markets, the Atlanta State Farmers Market does not come in mind

Inability to keep up with technological developments: Vendors only take cash

No product variety

# Opportunities



Health trends in today's society: Consumers are becoming more concerned with their health and try to eat healthy foods.



Organic foods are becoming more popular



Atlanta population growth



Revenue opportunities from events: Festivals, State Fairs, and other Family-Oriented activities

# Threats

Competition from neighborhood Farmer Markets

Competition from traditional stores: Large super markets have been growing in recent years. New entrants like Sprout's and Trader Joes attract customers that frequent traditional farmer markets

Local specialty stores - Dekalb Farmers Market, Buford Highway Farmers Market - and other ethnic markets offer a variety of products attractive to local consumers

# Ideas for Growth

Increase Advertising: Need to increase advertising, many Atlanta residents do not know that the market exists (traditional advertising, online, and billboards)

Upgrade the location: The market does not look very good, need for physical improvement

Improve the aesthetic appeal of the market

Make the Farmers Market a fun place by bringing more events: This will increase customer attendance

Some examples of events: visual art exhibits and parking for food trucks

## Ideas for Growth (Continued)

- ▶ Need to diversify vendors by introducing more product lines: the present variety of vendors does not appear to be sufficient
- ▶ Launch new international themed products and services
- ▶ Emphasize the origin of the produce: Consumers want to know where their produce is grown. “Georgia Grown” needs to be emphasized. Even promote the products of specific Georgia counties