Sample Client Profiles for Marketing Training Exercises

Client 1 – Teresa's Veggies. Teresa started farming three years ago on two acres in a rural area outside El Paso. She grows salad greens, tomatoes, cucumbers, peppers, carrots, and seasonal crops like heirloom melons. She sells at two weekly farmers markets and runs a small honor-system farm stand on her property. She uses Instagram and Facebook to share harvest updates. She's thinking about starting a 20-member CSA next spring with weekly boxes for 20 weeks but is worried about finding enough loyal customers to commit upfront.

Client 2 – Juan's Chipotle Beef Jerky. Juan operates a mid-sized cattle ranch in Texas. He developed a chipotle-flavored beef jerky recipe using his own beef and invested in professional, resealable packaging with a rustic Southwestern design. Currently, he sells at farmers markets, craft fairs, and through direct orders on Facebook. He hopes to expand into local grocery stores and outdoor recreation shops but needs guidance on competitive pricing that will cover his costs.

Client 3 – Lois & Dave's Deli Truck. Lois and Dave own "Morning Feast," a breakfast-and-lunch food truck serving breakfast burritos, bagels with homemade spreads, and hearty sandwiches made with local ingredients. They have a loyal following among office workers and college students in El Paso. They operate in fixed weekday locations and at special weekend events. After two years of steady business, they're thinking about adding a second truck, but worry the market may be saturated.

Client 4 – Fresh Harvest Food Hub. Fresh Harvest is a nonprofit organization based in an urban area. They aggregate meats, dairy, and specialty goods from about 35 local farms and food producers, distributing to independent grocers, restaurants, and institutions like schools and hospitals. They operate out of a 6,000 sq ft warehouse with refrigerated delivery trucks. They are considering adding a commercial kitchen for co-packing, catering, and light processing, but are unsure if rental and service income would be enough to break even.

Client 5 – Got Your Goat. Got Your Goat is a small goat dairy in a rural area. They produce fresh goat milk, chèvre, feta, and goat milk soaps, selling through their farm stand, two local stores, and seasonal festivals. They want to triple cheese sales over the next two years by adding more wholesale accounts and participating in more farmers markets. They are concerned about both direct competition from other goat cheese producers and indirect competition from artisanal cow cheese makers.

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