**Finding your Niche**

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| Ever hear the expression, jack of all trades, master of none? It essentially means that a generalist can do everything decently, while a specialist does one thing extremely well. The same holds true when you’re selling online.  Carving out a niche market and positioning yourself as the go-to brand for a specific audience not only establishes your credibility over competing generalists but also results in a more focused business, from your unique value proposition to your content marketing, that makes it easier for the right customers to say, "This is for me."  If you’re racking your brain trying to think of your first product idea, starting with a niche is a great place to begin. There are countless niches you can pursue, with the opportunity to niche down even further. The key is to identify a niche market that you can master and has a viable audience of customers.  A definition: What exactly is a niche market?  A niche market is a segment of a larger market that can be defined by its own unique needs, preferences, or identity that makes it different from the market at large.  For example, within the market for women’s shoes are many different segments or niches. Shoes for vegan women would be a niche market, as would shoes for plus-sized women, shoes for nurses, and shoes for transgendered people. These are all niche markets within the larger market for women’s shoes.  Nearly every market can be further refined, or divided, by the particular needs and preferences of its constituents. Some of the most common ways to define a niche are based on:   * Price (e.g. luxury, moderate, discount) * Demographics (gender, age, income level, education level) * Level of quality (premium, handmade, economical) * Psychographics (values, interests, attitudes) * Geographics (residents of a certain country, city, or even neighborhood)   Choosing to focus on a niche is a strategic business decision to serve a certain customer base better than competitors who target the larger market. |

Read the full article at <https://www.shopify.com/blog/niche-markets>

**Understanding Questions**

1. What’s the difference between a generalist and a specialist?
2. What is a niche market?
3. What are two different ways that someone could divide a market to create a niche market?

**Vocabulary**

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| --- | --- | --- |
| niche | generalist | specialist |
| go-to | viable | customer base |

**Phrases**

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| This product fills the \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ niche. |
| The \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ niche is served by \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_. |

**Discussion topics**

* What niche markets exist in Japan?
* Are there any new niches that are an opportunity for a business?

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| Pair Discussion – **A**   1. Do you spend money on any of your hobbies?      1. Would you prefer to buy an item at the supermarket if it was made nearby? 2. If you had a lot of money and started a business, what kind of business would you start? 3. What niches can you think of in Japan? |
| Pair Discussion – **B**   1. Are there any products that you don’t understand who buys them? 2. What’s your favorite store to shop at? 3. Can you think of any new products that surprised you recently? 4. Do you know anyone who has an unusual hobby? |

**What are the niches in this market?**

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| Automotive | Clothes | Restaurants/Dining |
| Family cars  Sports cars  Construction  Freight  Buses |  |  |

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| Books | Education |  |
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Can you think of an underserved niche in Japan? Propose a business that could fill this niche and become successful.