



SKIVRE Training Module 3:

MONASTIC PRODUCTS

Exercises

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Check your Knowledge

Exercises



Exercise 3.1. - Original Monastic Products

Answer the question: Which characteristics apply to an ORIGINAL monastic product?

ANSWERS:

*authentic, natural, healthy, made with organic ingredients, high quality.
Uniqueness, special, cannot be bought everywhere, strongly related to the local place or region.*

Exercise 3.2. - Classification of the monastic products

Which of the defined classification should necessarily be met to still be regarded as a monastery product?

ANSWERS:

right: original and authenticity; purchased original and authenticity; externally produced for the monastery only

wrong: souvenirs and other items

Exercise 3.3. - Typical and original monastic products

Decide which of the example products in [Case Study 1: Examples of products in the monastic field](#) are typical and original monastic products and which not. Try to find more examples.

Typical and original monastic products	YES	NO
Caldey Island Lavender Toilet Water		
Caldey After Shave		
Chocolate from the Abbey "Abbots kitchen"		
product of the own brewery: "Andechser Doppelbock Dunkel"		
Bread: „Andechser Brot mit Biertreber“		
Tobacco: „Andechser Snuff“		
Bacon: „Andechser Klosterspeck“		
Adelholzener: Mineral water and Medicinal water		
Maria Laach: "Carafe" ceramic art of work from the workshop of the monastery		
Maria Laach: "Wild garlic salt"		
Maria Laach: Pottery workshop with overnight stay in the monastery		

Exercise 3.4. - Creating new monastic products

Create ideas for new monastic products and follow the method of the “Eight Stages in New Product Development Process” (2.1). Apply and adapt them regarding the attitudes or guidelines of your monastery/abbey and customize them for your shop.

8 stages of the development of monastic product	Creation of a new monastic product
Step 1: Idea or idea generation	
Step 2: Idea screening and rating	
Step 3: Concept development and testing	
Step 4: Marketing strategy development	
Step 5: Business analysis	
Step 6: Product development	
Step 7: Market testing	
Step 8: Commercialization	

Exercise 3.5. - Identify your target group

It is recommended to take this exercise by starting exercise 6.2 in Module 6. This exercise helps to create a survey to learn about your visitors and their expectations. You will experience: The answers will reveal a lot of useful information about your target groups. Please fill in the table below accordingly:

Visitor group according to Unit 3.3	Expectations of this group concerning your monastic products (according to a survey or staff experience)	Which of your products fits these expectations?
Locals		
Locals from the region		
Locals who bring their visitors		
Other		
Tourists		
National visitors		
International visitors		
Bus tourists		
Hikers		
Cyclists		
Couples aged 20 – 30		
Couples aged 30 – 60		
Couples 60+		
Families with small children		
Families with teenagers		
Other		

Spiritual Tourists / people of faith		
Pilgrims		
People who come primarily for reasons of religious faith		
Other		
Educationally motivated monastery visitors		
People interested in building history, art history, monastic garden		
School classes		
Participants of seminars or workshops at your monastery		
Other		

According to the results of this exercise:

Please re-evaluate your product range: What do you think about your product range? Does this offer meet the needs of all target groups? Is there anything obviously missing?

Exercise 3.6. - The Monastery Shop

Can you find other products and add them to table 3: Typical monastic product portfolio?

monastic handcraft	<ul style="list-style-type: none"> ceramics clothing shoes smithery handcrafts wood handcrafts needlecraft monastic remedies
body care	<ul style="list-style-type: none"> skin care hair care perfumes
food	<ul style="list-style-type: none"> meat & sausages fruits & vegetables pastries & sweets jams teas spices oil mustard vinegar honey juices

wine & spirits	<ul style="list-style-type: none"> wine beer liqueurs brandies
media	<ul style="list-style-type: none"> books music movies
spiritual	<ul style="list-style-type: none"> devotional: rosaries, crosses, statues candles and incense
souvenirs	<ul style="list-style-type: none"> postcards pencils wine glasses

Following the table 3: Typical monastic product portfolio, please check the products in your own shop according to their origin. Now identify the different categories of the products on a percentage basis. This gives you a good overview of your range. Is it a balanced offer or not?

[illegible]



wine & spirits		
media		
spiritual		
souvenirs		

[illegible]