

4. MARKETING STRATEGIES

Additional material



Blue Academy for Professionals
of the Seafood Industry

2. THE MICROENVIRONMENT

IN THE FISH INDUSTRY

- 1) Competitors: The companies that meet the same consumer needs. So, they are offering food products similar to fish, such as meat or poultry companies. As the global fish industry is a complex collective of diverse businesses, numerous companies could be considered competitors.
- 2) Customers: The main factor and the destination of commercial activity. In the fish industry these include restaurants and other food service establishments like collective catering and institutions (schools, hospitals, etc.), food retailers (supermarkets, specialty food stores, etc.) and customers include end-consumers. Unfortunately, not all end consumers have adequate and affordable access to fish. Food security is concerned with the ongoing availability of food.
- 3) Intermediaries: Companies or individuals that help the company promote, sell and distribute its products or services to the final consumer. Once fish is farmed or caught there are many functions to be carried out before fish and fish products are ready for the end consumer, these are developed by intermediaries identified as processors, retailers or manufacturers.
- 4) Suppliers: Companies need to purchase all the necessary raw materials and resources in order to produce and manufacture their products or services. In the fish industry they are companies providing ingredients, packages and additional services, such as transportation, storage, insurance or bank services.
- 5) Other institutions: Any group, organization or third party that has actual or potential interests in the company's ability to achieve its commercial goals. In the fish industry consumer organizations and pressure groups could put pressure against unsustainable fishing. Similarly, governments are relevant parties regarding issues of fish safety or the promotion of fish consumption.



3. THE MACROENVIRONMENT

DEMOGRAPHIC ENVIROMENT

- ❑ Population: The size and growth rates in cities, regions, countries and worldwide.
- ❑ Population size: It is growing at a high-speed rate in developing companies and emerging economies; however, the in Spain the size is stagnant. Fish companies may focus on markets with a growing population in order to expand their markets, for example, through internationalization and exports.
- ❑ Age distribution: Marketers typically divide the population into six age groups (pre-school children, school-age children, teens, young adults aged 25-39, middle-aged adults aged 40-64, older adults aged 65+) and the age mix varies.
- ❑ Age structure: In developed countries the share of young people is falling, while elder population is rising, due to the increase in life expectancy and the declining of birth rate. Fish companies may adapt their fish processed products focusing on the elder population, for example, offering low-sodium or low-fat fish products.
- ❑ Educational levels: Marketers typically divide educational levels into five groups (illiterates, high school dropouts, high school graduates, post-secondary education graduates, university graduates).



3. THE MACROENVIRONMENT

DEMOGRAPHIC ENVIROMENT

- ❑ Household patterns: The types vary and can include singles and couples with or without children (dependent or independent), which affects spending and food buying patterns; “non-traditional” households are also becoming more common.
- ❑ Household structure: There is a trend in developed countries of declining of the traditional household and an increase of non-family households and single households. Fish companies should adapt their products offering smaller quantities of product and smaller or individual packages.
- ❑ Migration movements: Most of European countries have experienced migration movements from low-income countries and developing economies. Fish companies could create and develop fish products based on low affordable prices to target these customer segments.
- ❑ Ethnic mix: Most of the European countries have experienced an increase in the ethnic diversity, due to the strong migration movements. These different ethnic groups have specific needs and purchasing habits. Fish companies could offer specific fish products incorporating flavours, tastes and ingredients demanded by these ethnic groups. For example, introducing ceviche fish elaborations.



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5. DEVELOPING A MARKETING CAMPAIGN

Additional material



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1. THE MARKETING PLAN

DEVELOPMENT

- ❑ The main stages of a marketing plan are the following:
 - 1) Mission statement: this is a meaningful statement of the purpose and direction of the business.
 - 2) Corporate/company objectives: the overall business objectives that shape the marketing plan.
 - 3) Marketing audit: the way the information for marketing planning is organized. It assesses the situation of marketing in the business (the products, resources, distribution methods, market shares, competitors, and so on).
 - 4) Market analysis: analysis of the markets, the sector or industry where the company operates.
 - 5) SWOT analysis: an assessment of the company's current position, showing the strengths and weaknesses (internal factors) and opportunities and threats (external factors)
 - 6) Marketing objectives and strategies: *what* the marketing function wants to achieve (consistent with corporate objectives), and *how* it intends to do it.
 - 7) Marketing budget: usually a detailed budget for the next year and an outline budget for the next 2-3 years
 - 8) Action plan: the detailed implementation plan.



DEVELOPMENT

MARKETING AUDIT

- ❑ The marketing audit has the following characteristics:
 - Is a comprehensive study of all the marketing activities of a company.
 - Is a systematic process that follows a step-by-step procedure.
 - Is a periodic activity that should be developed regularly.
 - It should be conducted by an independent auditor who is not an employee of the company.
 - Is a critical review of the marketing activities developed by the company.
 - Its purpose is to develop an evaluation of the marketing activities developed by the company.
 - It finds marketing opportunities and weaknesses of a company.
 - It is a preventive action.



DIRECT MARKETING

FACTORS

- ❑ Some factors that affect the use of this tool are:
 - Socio-economic trends: The major time constraints on households makes purchasing through direct channels a way of saving time and contacting producers at the consumer convenience. Consumers can purchase at home, save time and avoid shopping crowding. Rapid response to order processing and shipping allows consumers to get their purchases in a few days.
 - Low access costs: While the cost per contact varies according to the direct marketing method, in general terms costs are often much lower than the other communication tools, specially compared with advertising.
 - Database management: The great availability of computerized databases allow companies to target specific customer groups, enabling companies to select target customers. The customers' information contained in databases can be used to generate mailing lists and prospects lists and to identify market segments.
 - Consumers' demand for higher value: The shopping through direct marketing gives consumers an attractive combination of value, such as convenience, reduced shopping time, rapid response or competitive prices. Direct marketing offerings could be mass-customized when the company has the capability of tailoring the product offer.

