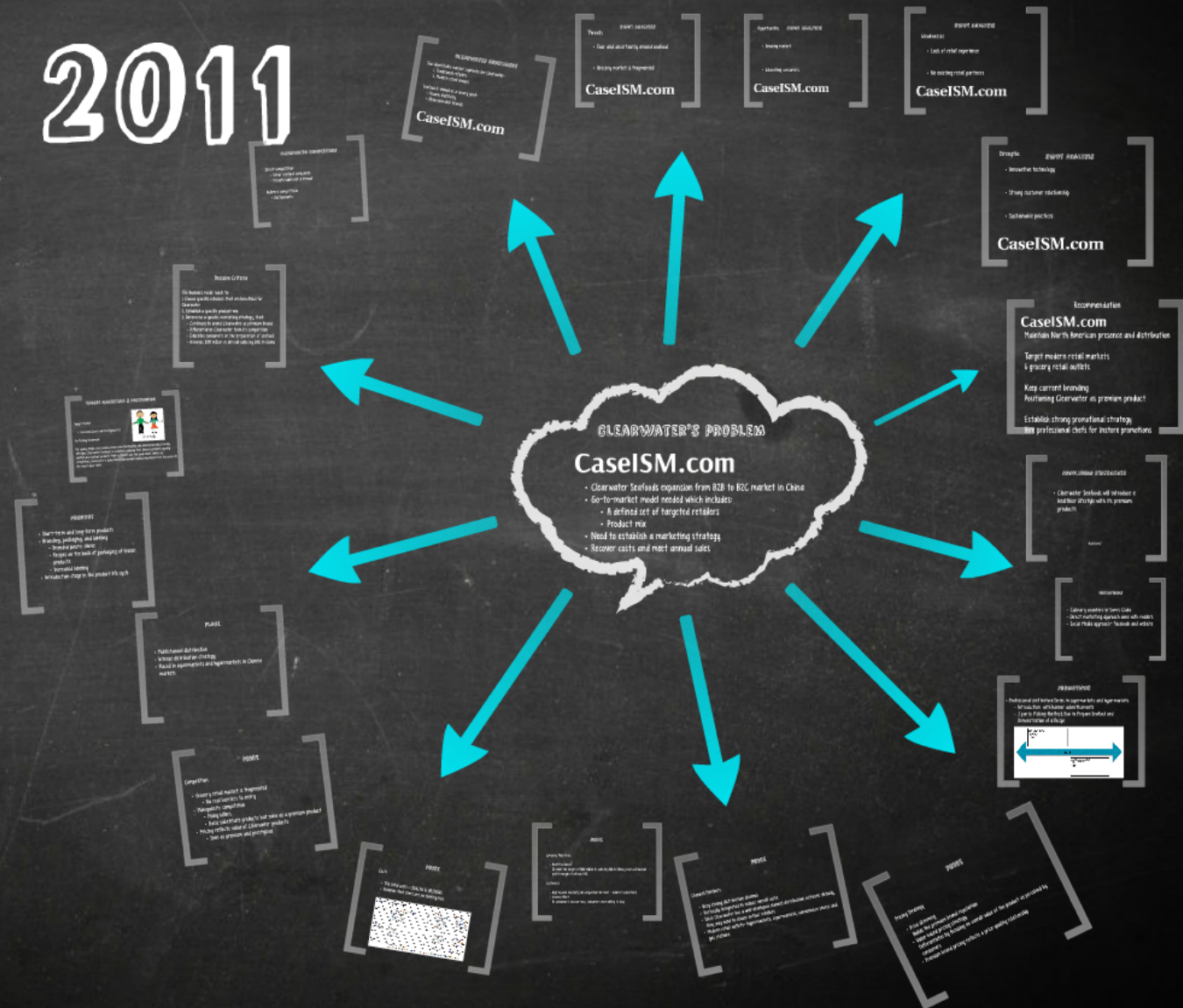


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NETFLIX IN 2011



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OLAPWATER COMPETITORS

- Direct competition
 - Other instant companies
 - Amazon (not a threat)
- Indirect competitors
 - Restaurants

Decision Criteria

- The Business needs to:
1. Choose specific retailers that are beneficial for Clearwater
 2. Establish a specific product mix
 3. Determine a specific marketing strategy, that
 - Continues to brand Clearwater as premium brand
 - Differentiates Clearwater from its competition
 - Educates consumers on the preparation of seafood
 - Achieves 100 million in annual sales by 2015 in China

TARGET MARKETING & POSITIONING

- Target Market
- Chinese Land and Foreigners



Positioning Statement

For young, middle class Chinese consumers who are looking for a new premium seafood restaurant, Clearwater Seafood is a natural company for various reasons. Quality seafood and customer service that supports a high quality dining experience. Clearwater is designed to be a premium seafood restaurant that the market is looking for.

CLEARWATER'S PROBLEM

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- Clearwater Seafoods expansion from B2B to B2C market in China
- Go-to-market model needed which includes:
 - A defined set of targeted retailers
 - Product mix
- Need to establish a marketing strategy
- Recover costs and meet annual sales

Recommendation

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Maintain North American presence and distribution

Target modern retail markets

6 grocery retail outlets

Keep current branding

Positioning Clearwater as premium product

Establish strong promotional strategy

Hire professional chefs for instore promotions

Strengths

SWOT ANALYSIS

- Innovative technology
- Strong customer relationship
- Sustainable practices

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SWOT ANALYSIS

Weaknesses

- Lack of retail experience
- No existing retail partners

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Opportunities

SWOT ANALYSIS

- Growing market
- Educating consumers

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SWOT ANALYSIS

Threats

- Fear and uncertainty around seafood
- Grocery market is fragmented

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CLEARWATER CONSUMERS

Two identifiable market segments for Clearwater:

1. Traditional retailers
2. Modern retail venues

Seafood is viewed as a luxury good:

- Income elasticity
- Obsession with brands

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