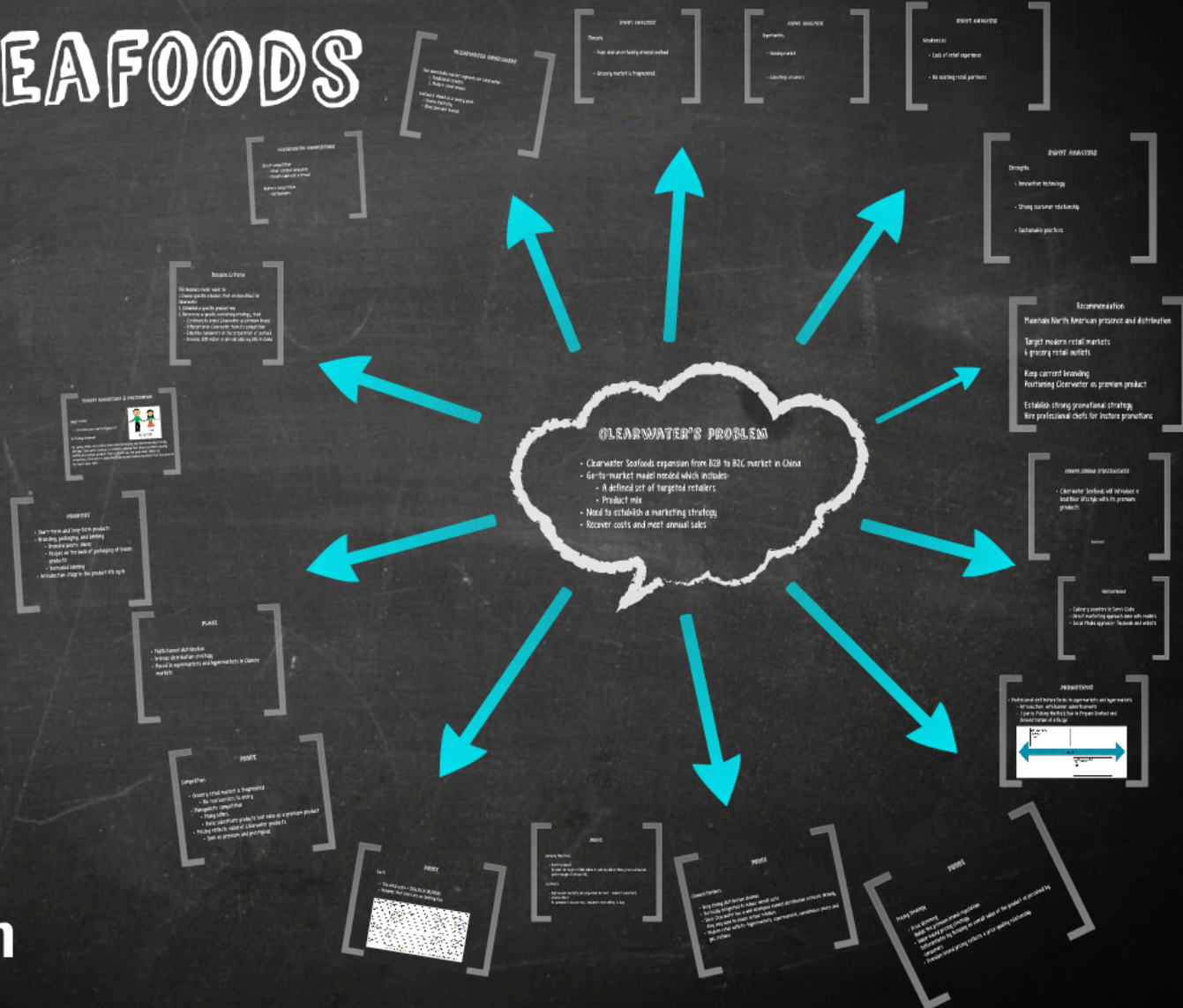


# CLEARWATER SEAFOODS

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## CLEARWATER'S PROBLEM

- 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

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

# SWOT ANALYSIS

## Strengths

- Innovative technology
- Strong customer relationship
- Sustainable practices