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"They said if you highlight the story of coming up with a product using a transparent and socially conscious process that you would have an assured market. So far that has not happened, not with us or any businesses we know."

-Jonah Nofziger

Happy Earth
Thecasesolutions.com
Provides sustainable and environmentally friendly fishing products.
- Locally sourced and produced
- Environmentally friendly
- Affordable and accessible
- Well suited to local markets

Challenges

- Lack of marketing and advertising
- Lack of social media presence
- Lack of marketing budget
- Lack of marketing strategy
- Lack of marketing team
- Lack of marketing tools
- Lack of marketing data
- Lack of marketing insights
- Lack of marketing results

Healthy Food

- No preservatives or artificial flavorings
- Three largest customers: a hotel, a resort & a restaurant
- Top government retail shops: Manila & Davao City
- Soft local products as well
- Advertisement through word of mouth & Facebook

Happy People
Thecasesolutions.com
- Encouraging poor households to use local
- In 2011, built a processing plant, hiring 30 local women
- Annual two-hour tour of plant
- Helping local co-op companies to become suppliers of local

Thecasesolutions.com The Philippines

- Colony of Spain and the United States
- Philippine Business for Social Progress (PBSP)
- Top 40 producers of fish, yet in top 10 low-income & food-deficit countries
- Philippines has a population of about 100 million
- More than 1/3 of Filipinos live in poverty

Marina Gana Vida



Thecasesolutions.com Philippine Fisheries

- Direct income for 1.5 million
- Open access causing overfishing
- 50% of fishing boats are under the poverty line
- Philippine declaration of 1987 & Fisheries Code of 1996

Marina Gana Vida

Thecasesolutions.com
- Founded in 2012 by John B. B. in the Philippines
- A business model that is based on the principle of social entrepreneurship
- A business model that is based on the principle of social entrepreneurship

Types of

Thecasesolutions.com
- Social
- Business
- Environmental
- Cultural
- Economic
- Political
- Legal
- Technological
- Educational
- Health
- Safety
- Security
- Quality
- Quantity
- Value
- Price
- Cost
- Benefit
- Risk
- Opportunity
- Challenge
- Problem
- Solution
- Answer
- Question
- Topic
- Subject
- Field
- Area
- Domain
- Discipline
- Specialty
- Profession
- Occupation
- Career
- Job
- Position
- Role
- Function
- Responsibility
- Task
- Duty
- Obligation
- Commitment
- Dedication
- Passion
- Enthusiasm
- Motivation
- Drive
- Energy
- Power
- Force
- Strength
- Influence
- Impact
- Effect
- Result
- Outcome
- Consequence
- Effectiveness
- Efficiency
- Productivity
- Performance
- Achievement
- Success
- Progress
- Growth
- Development
- Improvement
- Advancement
- Innovation
- Creativity
- Originality
- Uniqueness
- Novelty
- Freshness
- Modernity
- Contemporary
- Current
- Up-to-date
- Relevant
- Timely
- Appropriate
- Suitable
- Convenient
- Accessible
- Available
- Obtainable
- Feasible
- Practical
- Realistic
- Viable
- Workable
- Doable
- Achievable
- Attainable
- Possible
- Probable
- Likely
- Plausible
- Reasonable
- Logical
- Rational
- Sound
- Wise
- Smart
- Clever
- Brilliant
- Excellent
- Outstanding
- Exceptional
- Remarkable
- Incredible
- Amazing
- Astonishing
- Breathtaking
- Mind-blowing
- Jaw-dropping
- Mouth-watering
- Heart-melting
- Soul-stirring
- Spirit-lifting
- Soul-soothing
- Heart-warming
- Soul-nourishing
- Spirit-empowering
- Soul-enriching
- Spirit-fulfilling
- Soul-satisfying
- Spirit-renewing
- Soul-revitalizing
- Spirit-rejuvenating
- Soul-refreshing
- Spirit-renewing
- Soul-revitalizing
- Spirit-rejuvenating
- Soul-refreshing

Fishing in the Philippines



Thecasesolutions.com

Recommendations

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MGV Business Thecasesolutions.com

- The government established two fishing schools
- Placed an engine food unit
- Became location for fishery students

The Aquaculture Industry in the Philippines: Creating Social Values at Marina Gana Vida

Thecasesolutions.com

"They said if you highlight the story of coming up with a product using a transparent and socially conscious process, that you would have an assured market. So far that has not happened, not with us or any businesses we know."

-Jonah Nobleta

Happy Earth
Thecasesolutions.com
• Simple, sustainable and accessible products
• Natural living products available to customers
• Adhika to Government regulation

Challenges

- How to keep the product available
- What should be the capital cost?
- How often should we be marketing the product?
- How much should we be marketing the product?
- How much should we be marketing the product?
- How much should we be marketing the product?

Healthy Food

- No preservatives or artificial flavorings
- Three largest customers: a hotel, a resort & a restaurant
- Two gourmet retail shops: Manila & Davao City
- Sell local products as well
- Advertisement through word of mouth & Facebook

Happy People

Thecasesolutions.com
• Integrating poor households to the supply chain
• In 2011, built a processing plant, hiring 20 local Muslim women
• Minimized percentage rate of plastic waste
• Helping local well-up companies to become suppliers of NGDI

Marina Gana Vida



Thecasesolutions.com Philippine Fisheries

- Direct income for 1.8 million
- Open access causing overfishing
- 80% of fishing households under the poverty line
- Philippine Constitution of 1987 & Fisheries Code of 1998

Marina Gana Vida

Thecasesolutions.com
• Founded in 2007 by Jonah Nobleta in the Philippines
• Founded to be self-sustainable
• Socially responsible in its business
• Focus on community impact
• Focus on social impact

Types of Overfishing

- Overfishing
- Overfishing
- Overfishing
- Overfishing
- Overfishing
- Overfishing

Fishing in the Philippines



Thecasesolutions.com

Recommendations

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Thecasesolutions.com The Philippines

- Colony of Spain and the United States
- Philippine Business for Social Progression (PBSP)
- Top 40 producers of fish, yet in top 10 low-income & food-deficit countries
- Philippines has a population of about 100 million
- More than 1/3 of Filipinos live in poverty

MGV Business


Thecasesolutions.com
• The government established two fishing schools
• Piloted an organic feed mill
• Became location for fishery students

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Thecasesolutions.com

The Philippines

- Colony of Spain and the United States
- Philippine Business for Social Progression (PBSP)
- Top 40 producers of fish, yet in top 10 low-income & food-deficit countries
- Philippines has a population of about 100 million
- More than 1/3 of Filipinos live in poverty



Thecasesolutions.com

Philippine Fisheries

- Direct income for 1.3 million
- Open access causing overfishing
- 80% of fishing households under the poverty line
- Philippine Constitution of 1987 & Fisheries Code of 1998



Types of Overfishing

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- Growth
- Recruitment
- Ecosystem
- Malthusian
- Economic
- Exploitive Fishing Practices:
Dynamite/Blast, Cyanide &
Bottom Trawling

Marina Gana Vida

Thecasesolutions.com

- Founded in 2007 by Jonah Nobleza in the Davao coastal area
- Intended to be self-sustainable
- Main social objective is to help the poor
- Increased women's wages
- Saw an issue within the local fishing communities



MGV Business

Thecasesolutions.com

- The government established two fishing schools
- Piloted an organic feed mill
- Became location for fishery students

Happy People

Thecasesolutions.com

- Integrating poor households in two ways
- In 2011, built a processing plant, hiring 30 local Muslim women
- Almost zero turnover rate of plant workers
- Helping locals set-up companies to become suppliers of MGTV

Happy Earth

Thecasesolutions.com

- Introduce sustainable and environmentally friendly fishing practices
- Technical training and assistance provided to fisherman
- MGV have their own hatcheries
- Adhere to Government regulations