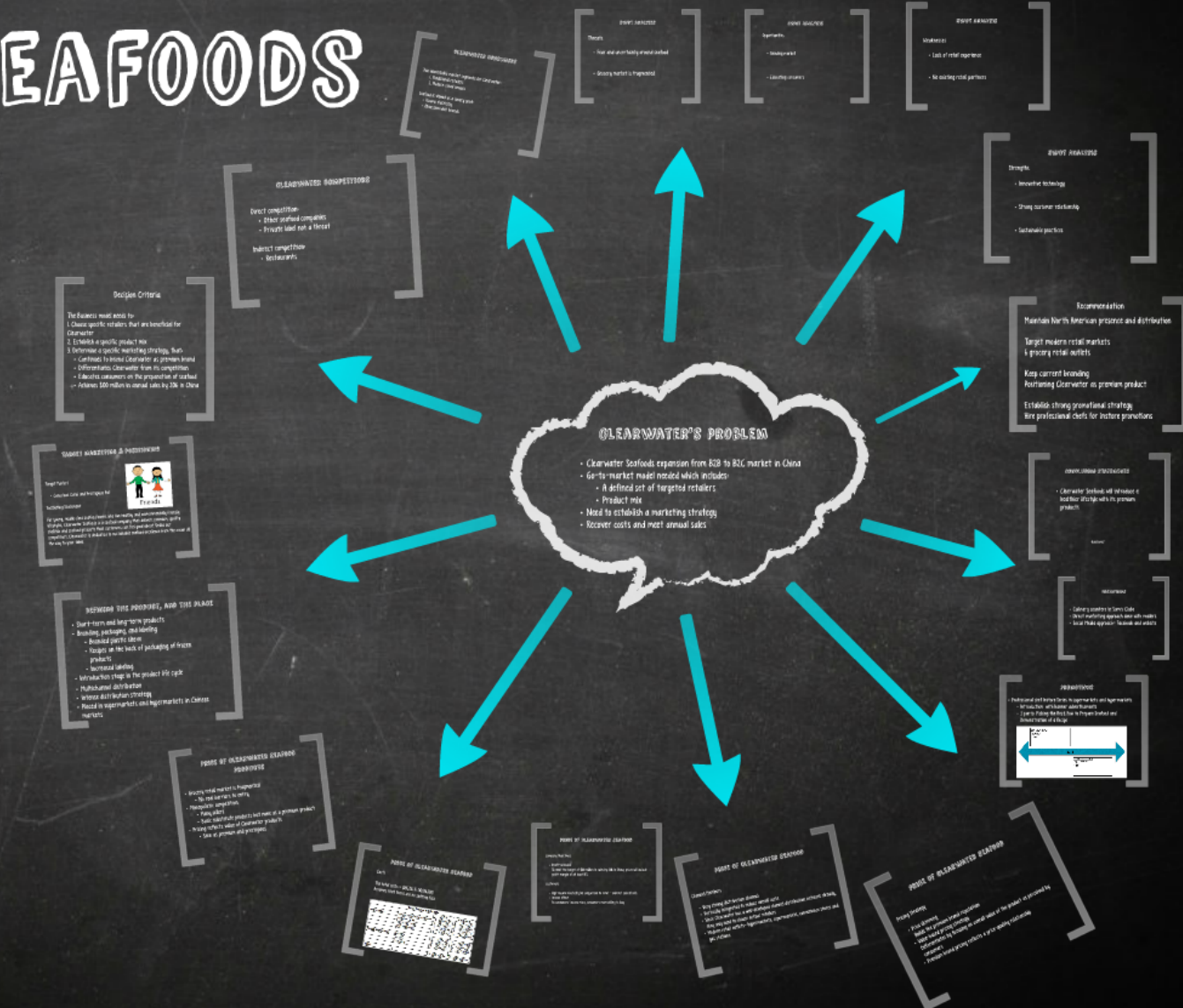


CLEARWATER SEAFOODS

PORTIA SINGH, JENNA TOMORI,
JOGELYN AU, SARA CHARTERS,
DANIELLE AMADIO



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CLEARWATER POSSESSIONS

The ideal market segments for Clearwater:
1. High-end retailers
2. Premium seafood
3. Seafood in a luxury package
- Acquire existing
- Partner with brands

CLEARWATER COMPETITORS

Direct competition
- Other seafood companies
- Private label not a threat
Indirect competition
- Restaurants

Decision Criteria

The Business model 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 \$30 million in annual sales by 2018 in China

TARGET MARKETING & POSITIONING

Target Market
- Casuals, Core and Boutique Retail



Positioning Statement
For young, middle class seafood lovers who live healthily and environmentally friendly, Clearwater Seafoods is a seafood company that delivers premium quality, fresh, wild and natural products that customers can feel good about. Unlike our competitors, Clearwater is dedicated to sustainable seafood practices from the ocean all the way to your table.

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

SWOT ANALYSIS

Weaknesses

- Lack of retail experience
- No existing retail partners

SWOT ANALYSIS

Opportunities

- Growing market
- Educating consumers

SWOT ANALYSIS

Threats

- Fear and uncertainty around seafood
- Grocery market is fragmented