

CASE STUDY

BOTTLED FISH
PRODUCTS

FOR U.S. MARKET



MARKET OVERVIEW AND OPPORTUNITY

- ▶▶▶ The US seafood market is projected to reach **\$31.52 billion in 2025.**
- ▶▶▶ Rising consumer demand for **convenient and sustainable seafood options.**
- ▶▶▶ Bottled fish presents a **unique opportunity** in the **growing gourmet tinned seafood segment.**
- ▶▶▶ **Key focus areas:** Coastal states and major metro regions.



SEGMENTATION & COMPETITIVE LANDSCAPE



TARGET MARKET

- »» Health-conscious consumers
- »» Seafood enthusiasts
- »» Busy professionals seeking ready-to-eat meals



COMPETITIVE LANDSCAPE

- »» **StarKist Co.:** \$1.5 billion+ in annual sales.
- »» **Bumble Bee Foods:** Contributes to 45% of the canned tuna market share.
- »» **Thai Union Group:** Holds part of the 45% global canned tuna market share.



DIFFERENTIATION

- »» **Premium Quality:** Offering superior taste and texture. *Grand View Research*
- »» **Sustainability:** Ensuring eco-friendly sourcing and processing.
- »» **Packaging Innovation:** Utilizing convenient, user-friendly designs.





MARKETING STRATEGY

- »» Digital marketing: Social media, influencer collaborations
- »» Retail promotions: In-store tastings, discount coupons
- »» Public relations: Food bloggers, industry events



RISK MITIGATION STRATEGY

- »» Regulatory compliance (FDA, USDA approvals)
- »» Diversification across retail, foodservice, and e-commerce
- »» Quality assurance and sustainability certifications



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SALES PLAN



- ▶▶▶ **Year 1 Target Revenue:** \$x.x million
- ▶▶▶ **Market Share Goal:** 1% of the US packaged seafood market by Year 3
- ▶▶▶ **Retail Penetration:** Secure placements in 500+ grocery stores by Year 2
- ▶▶▶ **E-commerce Growth:** Achieve 20% of total sales via online channels

*Estimated VendorMatch sales activities projections; customizable per client's goal



PRIMARY AUDIENCE

Health-conscious consumers (30%)

Seafood enthusiasts (40%)

Busy professionals seeking convenience (30%)

GEOGRAPHICAL FOCUS

Top Metro Areas: New York, Los Angeles, Chicago, Houston, Miami

Coastal States: California, Florida, New York, Washington



»»» Distribution Channels

Retail (50%) → Partner with major grocery chains (Whole Foods, Sprouts, Trader Joe's)

Foodservice (30%) → Target hotels, restaurants, and catering services

E-commerce (20%) → Sell via Amazon, Walmart, and direct-to-consumer website

»»» Sales Execution Plan

Q1: Secure distributor partnerships, begin retail negotiations

Q2: Launch in first 100 retail stores, initiate digital marketing

Q3: Expand to 300+ stores, introduce e-commerce promotions

Q4: Evaluate sales performance, optimize marketing spend



YEAR	PROJECTED REVENUE (\$xx)	GROWTH RATE (%)
YEAR 1	-	-
YEAR 2	-	-
YEAR 3	-	-
YEAR 4	-	-
YEAR 5	-	-

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- »» **Revenue Growth:** Track year-over-year sales increase.
- »» **Market Penetration:** Measure distribution expansion in retail and e-commerce.
- »» **Customer Acquisition Cost (CAC):** Evaluate the cost of acquiring new customers.
- »» **Repeat Purchase Rate:** Monitor customer retention and loyalty.
- »» **Sales Conversion Rate:** Assess the effectiveness of sales and marketing efforts.
- »» **Profit Margins:** Ensure sustainable pricing and cost management.
- »» **Brand Awareness:** Gauge engagement through digital marketing and PR metrics.

CONTINGENCY PLAN

Regulatory Compliance: Ensure FDA and USDA approvals

Supply Chain Stability: Maintain multiple suppliers for raw materials

Competitive Pricing: Adjust pricing based on market conditions

Retail Strategy Adjustments: Shift resources to e-commerce if needed



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