



CLIENT

Seafood manufacturer in North America

THE CHALLENGE

The client was a large player in the canned fish category, looking to enter the very competitive frozen fish arena. The challenge was to use current sales data to identify pockets of opportunity for the client and build a case for a profitable business, with a comprehensive 'go-to-market' strategy.

OUR APPROACH

Brandscapes analyzed transactional data to address client questions for crafting their business plans, such as :

- What are the key segments of opportunity among the scores of seafood species, processing options, treatments, pack sizes? How do these segments differ in their pricing, packaging, promotions, seasonality?
- What is that combination of segments that will ensure a viable and profitable business?
- What are the pricing, promotional and distribution strategies that will optimise business results?
- What is the churn in the category? How often do we need innovation?
- Who is the competition in our opportune segments and how are they faring?

THE WINNING INSIGHTS™

Brandscapes helped the client build a strong case for the business, identified the market for play and offered a holistic launch strategy recommendation that included species, packs and types of processing that would work, winning distribution, pricing and promotional strategy. Recommendations varied by region and retailer.

THE RESULTS

The client used Brandscapes knowledge-based recommendations to craft their business plans and convince their investors of the viability and profitability of the business.

BRANDSCAPESWORLDWIDE

Winning Insights™ for Profitable Growth

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