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**MARKETING PLAN**

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## **Executive Summary**

In this pandemic circumstance, individuals these days are concerned about their solid way of life. People are onto their healthy choices and will spend more on them. They are searching for similar four things – quality, worth, well-being and supportability.

Seafood offers quality and worth because in a world with limited resources, the need to create food all the more proficiently and mindfully is evident. When contrasting an animal's capacity with protein and energy and changing food over to the flesh, seafood is by a long shot from the champ. With regards to offering proteins, our product is unequaled in its flexibility. This product we concocted spends significant time in high-quality food that flaunts the best fixings packaged with the endearing integrity of a home and the rich kinds of flavors of the Philippines. Every product is made with our extraordinary recipe and is great for everybody searching for simple pop-and-serve food that doesn't ration satisfying the sense of taste. Home-made food is the basis of this product. Our products are designed to fall into specific rich flavors and turn into a quick and easy-peasy food to eat with. Food that's been a wholesome smell of homes such as catfish, milkfish, and mussel recipes has been a great companion of every family in a table set-up.

We offer pleasurable food and empower singular preferences. Different flavors are going to be treasures that are bound to be turned into something that could provide a new and improved add-on meal of the day from breakfast to dinner. We are focused on giving a wide assortment of value local food decisions that are plain sailing, delicious, and favorable, which everybody can appreciate whenever and wherever.

## **Products and Services**

One thing that we, Filipinos, love to do is eating. Filipinos are known for eating using their hands. In line with this, we made a product based on seafood which is shrimp that can be eaten using hands. Eating seafood per week lowers the chance of having a heart attack by 50%. Seafood such as shrimp is rich in vitamins and minerals. Shrimp contains vitamin B12 for cell division and selenium mineral which is good for stimulating our immune system as well as stimulating our thyroid. It is also a great source of high protein, vitamins and minerals. Shrimp is recognized as the most popular shellfish because of its unique taste.

Seasidlan is home-cooked seafood in a jar. We came up with this product because it is affordable, a quality convenience food for busy people and for those who can't visit a faraway market to buy seafood. Our product offers high quality seafood in a jar. We decided to use jars as our packaging because aside from being sustainable, it also keeps our product preserved for a long term and avoids contamination. It also contains no chemicals that can leach into our food and it can be safely washed in high temperatures. It can also be recycled resulting in saving nature a bit.

The seafood that we offer are catfish, milkfish, and mussels in different flavors. This three seafood's are packed with protein, vitamin b12 and are low in calories. Milkfishes and catfishes are rich in omega 3 fatty acids which are renowned for their role in brain health. Mussels, on the other hand, are an excellent source of iron which helps in the prevention of anemia.

Our product goes a long way because it could be your go-to dish and can also put it in your pasta or even put it in your salad. We offer different flavors so that our customers can choose based on their taste. We make sure that our product and the jar we will use are all healthy in the body because we don't want anyone to get sick just because of our product. Overall, our product not only offers high quality and delicious seafood but also offers a great help in the environment and health. Once you get a taste of Seasidlan, we make sure that you get to savor the taste of the sea.

### **Mission**

We are committed to exhibit the freshly caught foods of the sea, all in an attempt to represent a great moment and space in the limits of a plate, or more often a sequence of home dishes in order to initiate contentment for our customers, ourselves and our business.

Our mission aims to provide a diverse range of healthy, delicious and sustainable seafood products, convenient for everyone to enjoy at any time and in anywhere. In order to create a welcoming and safe environment where our customers can enjoy tasty food prepared with high-quality ingredients, outstanding value at reasonable prices. To reconnect the taste of fresh food coming from the sea to the land where people live. We provide transparent and sustainable seafood products to our customers, ensuring that they enjoy the taste of the sea. We make sure our customers are happy by providing a delectable, unforgettable, and one-of-a-kind taste experience, all while working for the greater good of our employees, community, and environment. Wherein, complete customer satisfaction and of us, the business, is our top priority.

## **Vision**

Our vision is to offer our customers a tasteful, healthy and ethical milkfish, catfish and mussels' product in a jar. We want people to taste seafood for the amount that they can afford and to create great consumer experiences with delicious seafood products. Building good relationships forms the basis on which we operate, with our customers. We also think it is important for us to contribute to sustainable and socially-involved initiatives. We provide our customers with high quality, straight-forward and sustainable fish and mussel products in a jar. We are committed to providing our customers with the highest quality fresh, safe and clean seafood products to eat in a jar. Our products are perfectly hygienic, well-processed, and restored. We focus on satisfying our customers and never compromise on the quality of the products. We endeavor to make a difference by creating value in whatever we do. We must do this efficiently and profitably in order to achieve sustainable business enterprise.

Seasidlan believes that to satisfy the taste of our customers is to create value in our brand. We aim to stay as an honesty-based company which our customers in the long run could still trust, that will lead us to be the best. In the future we want our business to conquer more and be successful. Also, we believe that it is good for our organization to participate in sustainable and socially responsible activities because this method ensures that nature and our environment are well-cared for. To serve happiness to our customers through delicious, quality meals and extraordinary experience while working towards the greater good of the community and environment.

Moreover, we have a team of responsible individuals who are eager to take initiative and deliver results. We want to expand our business horizons with a dedicated personnel and cutting-edge infrastructure.

### Logo



Seasidlan offers a wide variety of seafood dishes in a jar. Thus, in our logo, you can see different sea creatures and fishes. When you look at our logo, the bright red color will instantly catch your eyes. As Spoon University points out, this color attracts attention and speeds up the blood flow. When the increase of blood flow reaches the digestive system, it speeds up your metabolism and makes you hungry and starts your appetite. The color red has a huge effect on the brain and body for it will give the customer an impression of an appetizing dish that is uniquely stored in a jar. We then used a hint of blue and green to make a contrast with the bright red. Lastly, we mostly used warm colors to give off a feeling of warmth and comfort. With this being the reason, we created the logo carefully and mindfully, so that we remain recognizable to the market with just a quick glance.



We are focused on giving a wide assortment of quality local food options that are basic, delectable, and advantageous, which everybody can appreciate whenever and at any spot. With this being said, we kept our logo extremely straightforward and local so it could coordinate with our product. As should be obvious, it shows distinctive ocean animals which is the foundation of "Seasidlan". You can likewise see our tagline composed beneath; it is to give our customers a brief look at scrumptiousness with our product.

### **Tagline**

"Savor the taste of the sea."

There is something, nearly, indescribably different about food derived from the water as a tasting platform. It's cool and fresh in the mouth, and the delicate iodine in the mouth-aroma provides the structural framework for a variety of flavors. The importance of a well-chosen food platform to the gastronomic experience cannot be overstated. Even so, there is little written about food taste and how flavor components are organized into a symphony of flavor, texture, and scent.

Our tagline means to relish seafood products as to appreciate the taste, flavor, and its own uniqueness. When we visualize the sea or even hear about it, there's an overwhelming feeling of calmness and peace just as if you've now found your home. The same with our tagline, we want to engage customers and enlighten them that we will bring that kind of feeling anywhere and everywhere. Taste-like home, never been alone. Fresh taste, similar to when we thought of the sea, that satisfies our customers. To make sure that in just a single jar, we will be able to entail the goodness of highly pristine food products.

## **Marketing Materials**

### 1. Tote Bags



Customers will be reminded of our company every time they use a reusable tote bag. A well-made reusable bag that can last for years, and our customers will identify our brand with the durability of our promotional item. Creating our own eco-friendly promotional items, such as folding reusable tote bags, will brought name recognition and sales with our prospects and current customers.

### 2. Tupperware



Tupperware's are designed items to make life easier for people. It can be used for food storage, serving items, microwave cooking, re-heating, and many more tools.

Premium quality consumables that are durable, unbreakable, odorless, nontoxic, and safe. Similar to what we expect with our customers to be given to us and to our business. Cost-effective for the both of the beneficiaries.

### 3. Poster



Posters are enormous, eye-catching signs that can be seen all over town or at special events. Also, it can be placed in front of a business or public spaces. People need to be able to retain the information presented, thus we kept it simple yet interesting. Logo, business name, visual representation of our products and WH-questions are written on it.

### 4. Mugs



Using company mugs as a means of attracting additional clients and customers is a reasonable decision. It all boils down to reciprocity between the business and its customers.

We offer them free mugs, and they return the favor by serving as messengers and distinctive supporters at various events of our business, given the products.

## 5. Business Card



Business cards are a powerful marketing tool that we can use in a variety of ways to promote our company, following the products. Our logo, product name, tagline, and whereabouts such as email, phone number, website and address are included. Our business cards are designed to effectively use in order to establish connections and spread the information about our business and products. Who we are and what we want to offer.

## 6. Tarpaulin



Tarpaulin, in addition to the quality of the promotional content, is critical to its effectiveness. We can use this to disseminate information or advertise because this material has numerous advantages in our products. It's simple to use and requires little upkeep.

## **Customer**

Seafood products are a business that you can easily attract a customer who loves eating seafood. Seaside can provide your cravings and satisfaction which results in having a variety of customers that varies in different ages, genders, and diversity. Some of them are the following:

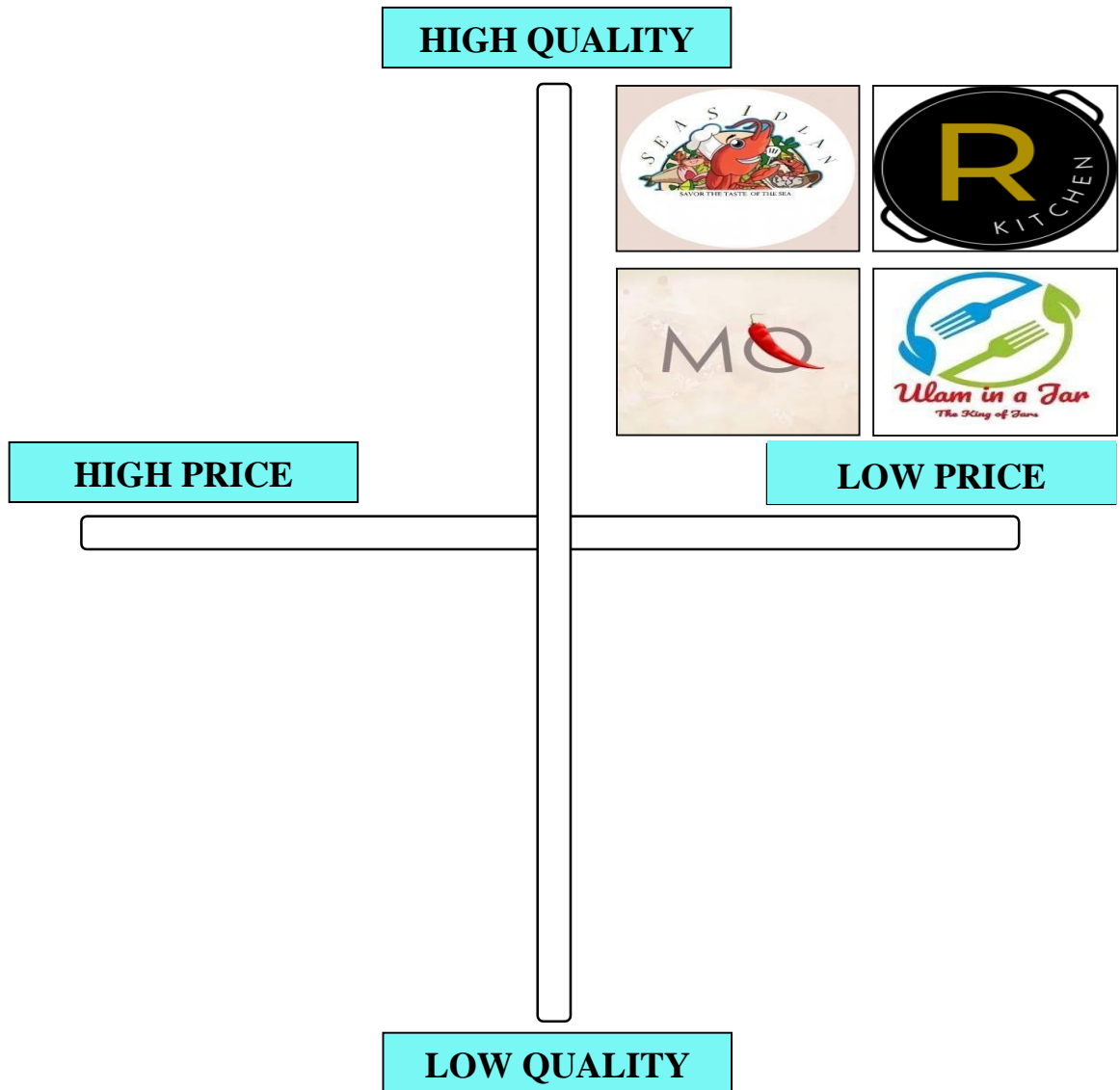
1. Anyone who loves seafood
2. People who are conservationist
3. Price-conscious people
4. Anyone who are health enthusiast

Kind of Customer	Why they purchased Seaside Products
1. <b>Anyone who loves seafood</b>	If you are a fan of seafood, this will surely lead you to purchase our product. Your curiosity about what we can offer triggers you to buy and try our product. Lastly, we offer high quality seafood dishes with different flavors and varieties.
2. <b>People who are conservationist</b>	If you are concerned about preserving and taking care of our environment, purchasing our product is a great choice. We use glass jars instead of plastics and Styrofoam's to reduce waste and help in recycling. Our glass jars can also be reused several times for different purposes which results in saving money.
3. <b>Price-conscious people</b>	Our product not only offers delicious seafood, but also a price efficient one. If you are on a strictly budgeted allowance or finance, buying our product is the answer. Our delectable products at competitive prices and unique services.
4. <b>Anyone who are health enthusiast</b>	Healthy foods help to maintain healthy body that health enthusiast passionate for. This consumer care about what they eat and they will firmly purchase Seaside because of its health benefits and seek for less fatty food. Eating healthy foods for them is essential and our product can maintain their healthy food balance and diet.



## Competitors

### Market Positioning

Market Positioning is the manner by which you will shape the mentality of the customers towards your product. As ought to be clear here, RKitchen, MQKitchen, and Ulam in a Jar are the three biggest associations that offer great products and services. Ulam in a Jar are the three biggest associations that offer great products and services.



The figure above tells that the four largest companies have a high quality and low price on the respective products that they offer.

SEASIDLAN COMPETITOR ANALYSIS	
Competitor	Product they offer versus Seaside
1. RKitchen	<p>RKitchen Food Product versus Seaside Food Product</p> <div></div> <div></div>



<b><u>SEASIDLAN SWOT ANALYSIS</u></b>
<b><u>STRENGTHS</u></b>
<ol style="list-style-type: none"> <li>1. High Efficiency and Affordable Manufacturing  Seasidlan will be propelled to exceptional heights, allowing the company to become more profitable. For example, Seasidlan sketches out existing routines to gain a better understanding of how the current manufacturing fits into the wider scheme of processes, allowing to discover or specify areas for efficiency and affordability of products.</li> <li>2. High Quality Ingredients  At Seasidlan, great effort is made to guarantee that the seafood used is of the greatest quality so that consumers may enjoy fresh, delicious, and nutritious dishes with a personal touch.</li> <li>3. Profound Loyal Customer Base  Seasidlan, which sells largely specialty food products, rely on loyal customers to grow its business. Customers who are satisfied are more inclined to return. Seasidlan frequently evaluates characteristics such as hospitality, service, and cleanliness in addition to quality. Quick-service are being employed, for example, which customers also expect for speedy service.</li> </ol>
<b><u>WEAKNESSES</u></b>
<ol style="list-style-type: none"> <li>1. Seasonality of Raw Material  Seasonal variations in landings result in sporadic decreases in fish supplies, benefits, and trading. Fish stocks migrate in and out of local fishing sites on a regular basis. They are sometimes abundant locally, and sometimes they aren't.</li> <li>2. Stabilization of Supply and Demand  Some seafood deteriorate more quickly than others over time. Unidentified quantities, at the right time, and at the best price that will be needed right away or during the next few days are crucial.</li> </ol>

## **OPPORTUNITIES**

### **1. Environmental Realities**

Seasidlan's marketing strategy should be relevant to the current environment. To assess the opportunity's long-term viability, the need to have a thorough awareness of environmental trends should be utilized to attract customers and to outperform the market.

### **2. Increased Home Consumption of Seafood Products**

Out-of-home seafood consumption was nearly difficult during COVID-19 lockdowns. People were forced to cook at home because restaurants were closed. This allows Seasidlan to offer seafood products that are tailored to the needs of these customers.

### **3. Online Selling**

Many consumers are turning to online buying as they become more accustomed to the "new reality," and there is a greater emphasis on strengthening the delivery or pick-up system. As a result, a growing number of customers will be demanding for seafood products online, and Seasidlan's online visibility will become increasingly vital if this is implemented.

## **THREATS**

### **1. Supply Chain Disruption**

To stay profitable, all operators in the supply chain rely on raw materials being available and affordable. Thus, buying seafood will continue to face cost shocks and price volatility as a result of a supply and demand crunch for seafood products fuelled by poor management of the production base.

### **2. Heightened Restrictions posed from Coronavirus Outbreak**

Heightened restrictions from the COVID-19 pandemic have put unprecedented strains on food supply chains, resulting in bottlenecks in labour, processing, transportation, and logistics, as well as significant demand fluctuations.

## **RKITCHEN**

### **RKitchen VERSUS Seaside**

RKitchen Foods Corporation specializes in artisanal foods made with the highest quality ingredients and infused with the comforting goodness of home and the rich flavours found in each product. It is made with their own specific recipe and is perfect for anyone searching for quick and easy food that doesn't skimp on flavour.

RKitchen was founded in 2019 by Ryan and Reese Regua with the goal of turning their family's cherished family recipe into a business. Reese's mother had been offering the burong isda (fermented rice with fish) at family gatherings for years, but Ryan knew it was too excellent to keep to himself. RKitchen tripled its product options in a year, enabling consumers to enjoy them at any time of the day.

With that being said, Seaside and RKitchen are competitors due to these reasons:

- Seaside is a jar of home-cooked seafood. Seaside offers a variety of seafood, including catfish, milkfish, and mussels. RKitchen has a different variety of seafood but also served in a jar.
- Seaside products are less expensive than RKitchen products, making them more convenient for customers because it fits their budget. Seaside provides good quality at a moderate cost; striving to create products with commendable pricing.
- Taste fusion and "flavor mash-ups," are key drivers of product innovation for Seaside in response to consumer demand for flavor variation, meanwhile RKitchen are opting with ingredients to innovate their products.

## **PESTEL Analysis**

### **Political Factors**

Political factors have the ability to influence outcomes. It can also have an impact on government policies at all levels, from local to federal. Various government departments' political actions may result in restrictions that affect businesses in a variety of ways, including menus, payroll, customer satisfaction, profits, and some standards. It could introduce a risk factor and result in a significant loss.

- **Wide Regulation of the Government**

Government regulations have an impact on how businesses are structured, in which they choose to operate, how personnel are classified, and a slew of other factors. Every part of the food business is regulated by the government. This guarantees that consumers are really not introduced to low-quality food, yet the regulatory complications eat into the food industry's profitability.

- **Employment Law**

Every area of the food business is impacted by employment law. It establishes employment rights, wage and benefit eligibility, overtime pay eligibility, prejudice and other issues. The business and the employees are guaranteed a fair and safe working environment under employment law, for which it is aligned to its mission.

- **Competition Regulation**

Businesses benefit from this because it develops a company culture that fosters competition, allowing businesses to evolve in order to remain competitive.

Competition law also ensures that no single company with a strong market position may take advantage of it at the expense of other enterprises. Competition legislation encourages businesses to improve while also benefiting customers, who benefit from a wider selection of services owing to market competition.

- Health and Safety Law

Providing employees with a safe working environment and guarantee that all safety and health staff get mandated training. It imposes certain strict regulations on the size, equipment, and staffing of the facility based on the number of employees, especially concerning social distancing due to COVID-19 outbreak.

- Bureaucracy

A small business can function under rules that management makes up as they go along, rather than having to follow a set of written policies. Without significant diversification, a small number of employees may handle all of the necessary responsibilities. Once it reaches a certain size, however, it will increasingly rely on formalizing the assignment of responsibility to individual personnel.

Seasidlan is expected to be surrounded by its political pressure, at all levels.

### **Economic Factors**

These are the economic factors that affects the business' growth:

- Wages
- Tax rate
- Inflation

- Demand and Supply
- Overall economic situation
- Disposable income of consumers

The continuous rising of products and supplies' prices or inflation would affect the overall performance of Seasidlan as a business. Inflation rises due to production costs such as wages. It decreases the capacity of consumers to purchase, due to the reason for the business increasing the cost of goods. Thus, it lowers the demand for products. In line with this, the disposable income of consumers, and tax rates also are one of the economic factors that affects Seasidlan. Increases in income means the higher a taxpayer will pay. Consideration of how much a consumer will retain after the deduction of legal charges such as tax must be taken into account.

### **Social Factors**

The culture and way of life of a society have an impact on the social factors of an organization in a given context. Seasidlan will analyze the customers of a given market and build the marketing message based on shared ideas and perceptions of individuals. The following are social factors that Seasidlan should consider:

- Interests in leisure time.
- Satisfaction (health, environmental consciousness, etc.)
- It is a matter of culture (gender roles, social conventions etc.)
- The spirit of entrepreneurship and the society's overall nature.
- In society, there is a class structure, a hierarchy, and a power structure.

### **Technological Factors**

Different contenders have consistently shown the strong ability to draw Seasidlan as it is perhaps a result of the way that products like these aren't exactly exaggerated, in contrast to other food products.

By offering acceptance of mobile payments, Fintech services, consideration of the likelihood of technology disruption, cost of production and trends, transparency and digital drive, and obviously a solid quality of the product, Seasidlan becomes ready to meet people's expectations.

Plenty of food products continue to turn out to be increasingly better than the developing business sector. Indeed, even there are such extraordinary contenders, Seasidlan consistently gives its absolute best to keep up with great audits and such. Here in our country, a consumer is satisfied with RKitchen, MQKitchen, and Ulam in a jar which gives the very assortment of the product that Seasidlan does.

The effect of turning out to be better at all branches of food production expands the expense of an item that becomes overrated. In any case, competitors ensure their product assortments will be a lot lesser in contrast with Seasidlan.

In addition, Seasidlan should not only do a technological analysis of the industry, but also determine the rate at which technology disrupts it. Slower speeds allow for more time, whilst faster speeds allow for less time for a company to cope and remain profitable.

### **Legal Factors**

The legal framework and mechanisms are insufficient to protect an organization's intellectual property rights. Before entering such markets, a company should carefully consider its options because it could result in the theft of the company's special ingredient, reducing its total competitive advantage. While entering a new market, Seasidlan should consider the following legal factors:

- Data Security
- Employment legislation
- Health and safety regulations
- Anti-discrimination legislation
- E-commerce and consumer protection
- Patents, copyright, and intellectual property law
- Antitrust laws in the food industries, as well as throughout the country

### **Environmental Factors**

Varying markets have different norms or environmental regulations, which might have an impact on a company's profitability. Even within a country, it can have disparate environmental and liability legislation. In the Philippines, for example, concerning the location of the business geographically in the Central Luzon Region, there are separate culpability rules in the event of an accident or an environmental disaster. Similarly, other regions provide beneficial tax incentives to businesses who invest in the renewable energy sector.



Before entering new markets or starting a new operation in an existing market, Seaside should thoroughly assess the environmental criteria that must be met in those markets. The following are some of the environmental considerations that Seaside should think about ahead of time:

- Weather
- Changes in the climate
- Species in danger of extinction
- Recycling (materials to be used)
- Waste management in the food industries
- Attitudes toward renewable energy and support for it
- Environmental legislation that regulates pollution in the environment
- Attitudes toward "green" or ecological products in the food industries

### **STDP Marketing Strategy**

Seasidlan aims to provide high-quality products and remain competitive in the market. The company wants to become well-known in the market for its food products. To reach its objectives and remain competitive, the company needs the most effective marketing strategy.

### **Segmentation**

Seasidlan offers food products in order to meet the needs of a variety of customers.

See table below.

Types of Segmentation	Seasidlan Products	Customers	Remarks
Demographic – It better understands consumers and potential customers through focusing on key factors such as age, gender, income, occupation, and family status. It is based primarily on statistical data.	All of the Seasidlan products	Customers depends on the following: <ul style="list-style-type: none"><li>- Age</li><li>- Gender</li><li>- Income</li><li>- Location</li><li>- Education</li><li>- Annual Income</li><li>- Family Situation</li></ul>	Example of Demographic are the following: <ol style="list-style-type: none"><li>1. A five-member family ordered Sarciadong Bangus.</li><li>2. A teenage girl bought Buttered Mussels.</li></ol>

Geographic – It is a market segmentation strategy that divides the market into categories based on regions or geographies.	Will depend on the location	Customers depends on the following: <ul style="list-style-type: none"> <li>- City</li> <li>- Country</li> <li>- Climate</li> <li>- ZIP Code</li> <li>- Urban or Rural</li> <li>- Radius around certain location</li> </ul>	Example of Geographic are the following: <ol style="list-style-type: none"> <li>1. Pangasinenses bought Southern Pecan Catfish at SM Supermarket in SM City Rosales, Pangasinan, Philippines.</li> <li>2. People who are living at Urdaneta City purchased Ginataang Bangus at SM City Urdaneta Central, Pangasinan, Philippines.</li> </ol>
Psychographic – It addresses customers' perceptions, opinions, and beliefs.	Will depend on the personal basis	Customers depends on the following: <ul style="list-style-type: none"> <li>- Personality Traits</li> <li>- Values</li> <li>- Attitudes</li> <li>- Interests</li> <li>- Lifestyles</li> <li>- Motivations</li> </ul>	Example of Psychographic are the following: <ol style="list-style-type: none"> <li>1. Seafood enthusiasts who value rich flavour and quality tend to buy Sweet and Spicy Mussels.</li> </ol>

		<ul style="list-style-type: none"> <li>- Priorities</li> <li>- Psychological influences</li> <li>- Sub-conscious and Conscious beliefs</li> </ul>	<p>2. People who are interested in trying new things choose Lime Broiled Catfish instead of the regular one.</p>
<p>Behavioral – It divides people into groups based on their similar behavioral patterns. Customers may be at the same stage of their lives, have previously purchased specific products, or have comparable responses to a product.</p>	<p>Based on the customer's action</p>	<p>Customers depends on the following:</p> <ul style="list-style-type: none"> <li>- Purchasing habits</li> <li>- Spending habits</li> <li>- User Status</li> <li>- Brand Interactions</li> </ul>	<p>Example of Behavioral are the following:</p> <ol style="list-style-type: none"> <li>1. Seaside offers Bangus in Tomato Sauce to those who love seafood products with a taste of tomato sauce.</li> <li>2. Seaside offers loyalty cards to those who love its products.</li> </ol>

## **Targeting**

Seasidlan must focus on Demographic Segmentation in order to aid in the clarification of the company's vision and the optimization of resources, time, and budget.

The following are examples of Seasidlan's utilization of demographic segmentation:

- Age

Seasidlan offers different kinds of seafood that are suitable for teenagers to adults (10 - 70 years old). In addition, Seasidlan consistently promotes consumer wellness and ensures that everyone is satisfied.

- Gender

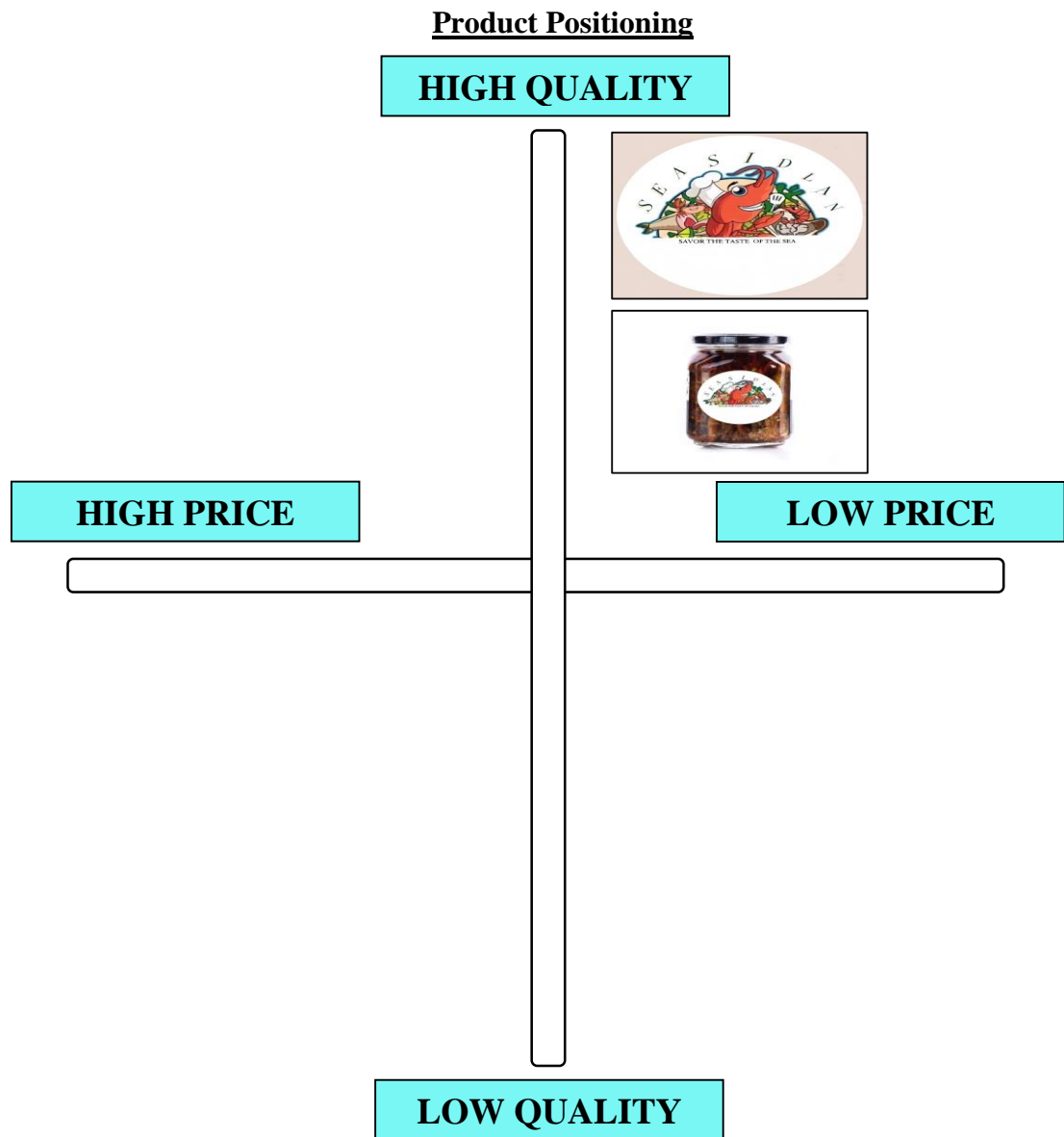
Seasidlan doesn't require any gender to taste and to feel how delicious the seafood products are. It will lead the company to provide more innovative, pro-active and sustainable future relationships of the company with the customers - of all gender.

- Income

Pricing should reflect the value of the benefits provided by Seasidlan to its customers, as well as the rates charged by the competitors. Finding out how to increase the company's profit margins while providing the needs of the customers is a priority.

## **Differentiation**

Seasidlan is committed to providing value to its products and to its consumers. Seasidlan also significantly improves the traditional Filipino taste. Furthermore, the company is continually utilizing effective methodologies and strategies.



Seasidlan positioned itself in the market at a low price with high quality food products. It will implement low pricing combined with long-term quality that will ensure customer loyalty to the company. Seasidlan's goal is to have a competitive pricing point, as well as a solid, trustworthy brand and a convenient, pleasurable purchasing experience.

## **Marketing Objectives**

### **1. Provide Customer Satisfaction and Innovative Customer Service**

Customers are well-informed and want a high level of packaged services as a result of digitization. Technology offers a wide range of options, and Seasidlan will use them to fundamentally change the way customer service is handled and improve the customer experience. For some instances, allowing the customers to communicate with the company in real time over the internet is a good start, but giving them an actual say on how to run the company is much better. Listening to and acting on the customers' input is an opportunity to enhance procedures, solve a problem, build goodwill, and use innovation for customer service. As a result, these will give way for long-term customer's loyalty.

### **2. Improve Product Development**

In order to build competitive products and services, Seasidlan must first figure out what will be the customers' needs and wants not only for the present time but also for the future. The more information the company will gather from market research and designed user research about the customers' preferences, the more likely the company will build products that customers will want to buy.

Design can be an effective way to keep customers and position the company for growth. Designing the product with an aim of soaring for development and its overall appearance will affect the customer's personal preferences in buying a product. It will help the company to recognize unmet customer demands through design approaches and techniques, and then produce or enhance a product to fill the need in the market.

### 3. Develop Business Growth Strategies

The greatest method to stay grounded and secure while the business evolves is to plan the next step in advance of all possible scenarios. Thinking ahead is fundamental, but it can be as simple as reviewing all current contracts and comparing prices with the best credit card processors to determine if the company can save money. Might as well lead this to business growth.

Quantifying the objectives of the company in terms of metrics and timeframe is a good strategy. For example, growing sales by 30% quarter-over-quarter for the next three years is a lot more specific than just growing sales. These goals and strategies should be feasible and realistic for Seaside – which is why carefully monitoring gathered data while operating the business is vital.

With planning, resourcing, and goal-setting, it will effectively execute the company's growth plan and generate outcomes for the business. The growth strategy and methods will definitely help the company.

#### **Seaside's Marketing Mix**

Seaside is known for prioritizing sustainability and altruistic ingredient sourcing. The company needs to define the marketing elements required to effectively position the market offer. Product, Place, Price, and Promotion are well-known approaches that will help the company to establish a new venture or analyze an existing offer.



## **Product**

Seasidlan offers a variety of home-made, well-seasoned seafood that is kept in a jar to prevent contamination and spoilage. Seasidlan also made the product accessible to the general public. It originates from a variety of foods that are recognizable to the general public's taste, as these fishes are a common companion of families in everyday meals. The following are Seasidlan's primary offerings, available in various types of fish and flavors:

1. Catfish
  - Southwestern Catfish
  - Lime Broiled Catfish
  - Southern Pecan Catfish
2. Milkfish/Bangus
  - Sarciado
  - Ginataang Bangus
  - Bangus in Tomato Sauce
3. Mussels/Tahong
  - Sweet & Spicy
  - Creamy
  - Buttered

These foods are beneficial since they're high in nutrients like proteins and vitamin B12, and they're low in calories. Seasidlan offers these products in a variety of flavors so that customers won't be jarred by choosing a single-flavor option.

### **Price**

For its products, Seaside implements market penetration pricing. The company wants their product to enter the market as swiftly as possible and gain a significant market share. It will initially entice customers by giving a lesser price. It will enable Seaside's product to reach the market and attract customers away from competitors by giving a low price. Seaside will offer products at a lower pricing point to encourage consumers to try Seaside's products. When customers have been acclimated to products and have shown a positive response, Seaside will retract the penetration pricing offers and resume selling them.

Using this pricing strategy deliberately can be a surefire method to build a loyal customer base and get a footing in a highly competitive sector. It will provide Seaside with real-time 360-degree views of the market and competitors, as well as assist in the implementation of penetration pricing at the most advantageous time and price points for guaranteed results.

### **Place**

Seaside is a local food company situated in Urdaneta City, Pangasinan, Philippines. Seaside has strict guidelines with respect to who is permitted to sell (disperse) their products. To guarantee power over circulation, Seaside approves specific stores to sell their products. This creates a level of selectivity that may limit reach, but it also helps to establish a high-quality image for the products. On account of this constraint, Seaside has lower appropriation costs and can allocate resources to different regions.

Seasidlan will select outlets in certain areas. This is frequently dependent on the fit of a product within a business. This enables producers to select a price point that is tailored to a certain market of consumers, resulting in a more personalized buying experience. The number of locations in a given area is limited by selective distribution.

### **Promotion**

For businesses, social media has been a game changer. Social networks will allow Seasidlan to promote products and develop interest in the business in addition to growing the audience and communicating with customers.

In line with this, high-quality, drool-inducing photographs are arguably the finest way to promote Seasidlan's food products. Visual content is in high demand these days on the internet, and having delicious-looking photographs on Seasidlan's website and across multiple social media platforms is vital for attracting customers.

Another way is through contests. These are methods to spread the word about the product and broaden the reach of the company. A contest has the advantage of allowing

Seasidlan to promote the products without overtly advertising it through maintaining a straightforward and enjoyable contest.

Making the prices open to everyone who wants to participate, and making sure the reward is valuable can also be a way of giving discount vouchers. It can also be other discount offers such as:

- Free shipping
- Chance to win a giveaway

- Buy 3 Products, Get 1 Free
- Available Monthly Discounts
- Share a recommendation—effective since many customers want to be viewed as a trailblazer.
- Offer low-cost but valuable free gifts with purchase to establish the tone for the new customer relationship.