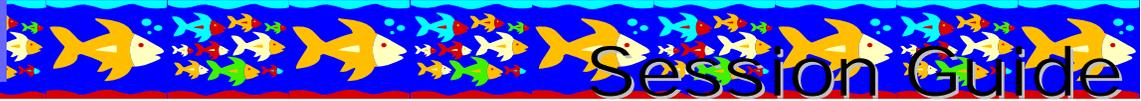


Module Three

Marketing and exporter relations



Session Guide

Module IIIb MARKETING AND EXPORTER RELATIONS

SESSION 4: Marketing and exporter relations

Objectives:

At the end of the session, the participants will be able to:

1. Understand the strengths, weaknesses, opportunities and threats to their livelihood. They will be able to use this knowledge to formulate business plans that will increase their earnings;
2. Determine any additional skills training they still require in order to counter threats and address their weaknesses;
3. Understand the business rationale of the MAC and the benefits to be derived in joining the MAC certification program.

Equipment/Materials Needed:

Whiteboard plastified

Round stickers of different colors

Poster of Indonesian marine fish varieties

Book: Reef Fishes of the World by E. Lieske and R. Myers

Duration: 2.30 hours

Time	Session Content	Learners
50 min	<p>SWOT Analysis activity:</p> <ul style="list-style-type: none"> • Do a SWOT analysis on a whiteboard. Identify “rights” and “wrongs” and have participants color code these by placing stickers on the whiteboard. • Assess what the fishermen perceive to be their present and future challenges in the industry and how they will be addressed in this session. • Review topics taken from frequently asked questions. • Explain the example of Singapore: just by providing good services they can sell more than Indonesia. 	<ul style="list-style-type: none"> ▪ Discuss, define, and reflect on their strengths, weaknesses, opportunities, and threats.
20 min	<p>Finding more exporters</p> <ul style="list-style-type: none"> ▪ This topic should be addressed by saying that the easiest way for them to find links to these exporters is through the MAC network. Then, go further by briefly explaining the business rationale of the MAC, Reef Check, the CCIF and MAMTI. ▪ Talk about the common problem of miscommunication regarding fish names used (Latin, English, Bahasa Indonesia) and how this problem can damage relationships between fishermen and exporters. 	<ul style="list-style-type: none"> ▪ Ask participants for clarifications on the assistance to be provided by MAC, Reef Check, CCIF and MAMTI. ▪ Understand objectives. ▪ Gain interest in joining the MAC network.
20 min	<p>Improving exporter relations</p> <ul style="list-style-type: none"> ▪ In this session, the trainer must stress the idea that <u>in order for any business relationship to thrive, it must be mutually beneficial</u>. He can then go on to discuss the following topics of interest: <ol style="list-style-type: none"> a. How to market yourself b. How to negotiate with an exporter c. Common discrepancy issues with exporters 	<ul style="list-style-type: none"> ▪ Understand the importance of being honest, fair and professional in business dealings. ▪ Discuss unresolved issues fishermen might have from

Time	Session Content	Learners
	<p>and how they can be resolved</p> <p>d. How to identify good exporters that are going to help fishermen and give them business for the long term</p> <p>e. How to market species that are not in demand</p> <p>f. Fishes that exporters do not take or stop buying temporarily</p> <p>g. Seasonal demand in the market demand.</p> <p>h. How to improve marketing for ordinary fish</p> <p>i. Getting a better price for fish</p> <p>j. Obtaining financing</p> <p>Conflict simulation: The day before three participants are picked and given a scenario of a role play they will have to do the next day. They will have the evening to think about their roleplay. (See conflict simulation slides). A participant plays the exporters, while another plays a MAC certified and well documented middleman, and the last one plays a non-certified middleman without proper documentation. A mortality problem happens during a shipment, and the participants must negotiate with an exporter who does not want to pay for the dead fish.</p>	<p>past experiences with exporters.</p> <ul style="list-style-type: none"> ▪ Be aware of the varieties and volumes of fish that should not be collected. ▪ Understand the causes of the No-Take and Stop-Buying orders, and other causes for rejection of fish. ▪ Realize that regularity and loyalty to an export partner helps in securing steady absorption of ordinary fish. ▪ Understand that regularity is achieved only after providing consistent quality of product and service to the satisfaction of the customer. ▪ Realize that in order to increase the value of fish, quality must first be improved.

Time	Session Content	Learners
10 min	<p>Reducing mortality means better quality and increased earnings</p> <ul style="list-style-type: none"> ▪ Explain that it would be a good business plan to work on reducing the mortality of their fish. This will increase their earnings and improve overall quality. Draw suggestions from the audience on how they think they can still improve on methods and point out things that might have been overlooked. Have participants describe any additional skills training that they would like to have. 	<ul style="list-style-type: none"> ▪ Know that present methods in collecting and handling need improvement. ▪ Reflect and discuss the possible improvements that have been suggested and how these can be applied. ▪ Determine additional skills training that participants would like to have.
5 min	<p>Harness a sustainable fishing environment</p> <ul style="list-style-type: none"> ▪ Conclude the session by reminding participants that, in order for them to continue doing business, they must conserve their marine resources. 	<ul style="list-style-type: none"> ▪ Remember that fishermen must conserve coral reefs in order to keep on fishing.
10 min	<p>Final review of things learned in the entire session</p> <ul style="list-style-type: none"> ▪ This segment is a recapitulation of the things learned in this module. Present each pointers as simply as possible. 	<ul style="list-style-type: none"> ▪ Confirm that participants have understood.
30 min	<p>MOVIE</p> <ol style="list-style-type: none"> 1. Destructive ornamental fishing methods vs. sustainable ornamental fishing methods (15-20 min) 2. The aquarium fish world (using different countries as examples) (15 min) 	<ul style="list-style-type: none"> ▪ Remember the urgent need for change.