

Only 0.7% of average costs are for marketing

A recent Seafood CRC benchmarking project showed that the average business spends less than 1 % of funds on marketing. A small number have spent over 5% to better define their product. While marketing is not for everyone, it can improve a product's market position and lessen the chances of becoming a price taking commodity.

Seafood CRC project: 2009/701: "Australian Oyster Industry Benchmarking Program Development".

In a report soon to be released, average oyster business cost and profitability figures will be available to the industry.

Individual participants have already received their confidential draft report comparing the performance of their business against the average.

The project will allow growers to identify what is the most important in terms of running a profitable business. By sharing information, growers will be able to identify and address inefficiencies, improving their business.

A copy of the presentation given at an industry conference in September 2009, which provides information ahead of the final report being available, can be viewed at www.seafoodcrc.com.

For more information please contact: Shane Comiskey; Ph: 07 3217 6466; E-mail: scomisk@pinnaclemanagement.com.au



AUSTRALIAN
SEAFOOD
COOPERATIVE
RESEARCH CENTRE

