# #1773 PFA Eel Project - Action plan

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| **Marketing/Sales** | **Logistics** | **Costs** | **Product Format** | **Market Diversification** |
| Review and improve the promotional materials  | Try to shorten delivery time to 7 days after cut-off | Investigate freight and other costs to determine whether there are potential savings if a slightly different model is adopted | Investigate costs to create frozen product | Investigate Japan – key Eel consumers |
| Review and discuss with GFresh the marketing agreement (how the marketing is done, when and who to | Clarify minimum quantity ordering on GFresh  | Agree on the minimum payment to Fishers from sales | Investigate other product development options eg value added with Japan style sauce | Investigate Singapore and other markets for non-live product forms |
| Investigate engagement of a sales agent (commission based) to drive buyers to the site | Investigate feasibility of fishers holding small stock to support quicker turn- around of product once sold |  | Work with Noosa Seafood Market to develop value added products and trial with Japanese chefs in Sydney |  |
| Re-offer on GFresh on a regular basis (no risk as if no sales then no cost)  | Consideration whether PFA members should set up their own export operations (to avoid unknown margins being added to the product) |  |  |  |
| **Marketing/Sales** | **Logistics** | **Costs** | **Product Format** | **Market Diversification** |
| Investigate other platforms (EwFresh, Alibaba, JD.com) and/or other Seafood/food specific Digital Platforms/retail, i.e., Hema supermarkets central to Alibaba's push for "new retail," or blending online and offline experiences |  |  |  |  |
| Undertake a promotional campaign targeting Japanese restaurants) with revised materials to coincide with Eel day (early May) |  |  |  |  |
| Investigate auction option on GFresh –  |  |  |  |  |
| Conduct trade mission to China and to Japan to meet and discuss opportunities to use other sales channels  |  |  |  |  |