

Sea Food export/Domestic

The solution covers the typical concerns of businesses in sea food

- Freezers are the constraining resource and hence their uptime is critical
- Skill in peeling is critical
- Yield is important at each stage
- Grading decides the price in the market
- Which country to be targeted for which product at which time is critical to maximize realization
- Raw material purchase requires skill
- Myriad payment terms to be taken care of while pricing finished goods
- Pricing fluctuations in domestic & international markets of raw material and finished products
- Complex market mechanisms:
 - Duty structure changes
 - Large catches in China – dumping in Japan – Lowering of price by Japan and hence by US also
 - Behavior of competition
 - Fluctuating currency conversion rates (in turn increasing or decreasing value of stocks held overnight) impacting profitability
- Uncertainties
 - Dollar conversion
 - Buying behavior of customers
 - Policies and duties of importing countries
 - Competitive behavior in the markets and their strategic moves
 - Raw material availability (quality, quantities and prices)
 - Experience in buying and selling is critical
- Largely manual
- Perishable commodity
- From purchase point to customer delivery
 - Many variables
 - Logistics is critical
 - Quality management
- A few good decisions can give us Lacs of Rs and the reverse is also true.
- We however keep on making decisions which is the way of doing business
- The current level of value spread is low and hence maneuverability is also low
- Seasonality in business