eCommerce Business Plan Example

O & P Seafoods

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## Executive summary

O&P Seafoods is a sole proprietorship that sells fresh fish and shellfish wholesale. It offers restaurants and grocery stores locally-sourced, fresh food for resale.

O&P Seafoods’ ideal customer is a small to medium sized restaurant or local grocery store. Fresh food sales continue to grow each year and more businesses are looking for sustainable food sources. There is a large and growing market for our products and many options for building relationships.

Given that we harvest our own fish and seafood products in North America, they’re priced as a premium food, with volume discounts for larger orders. O&P Seafoods will promote its products through a mix of industry trade shows, partnerships with established resellers, and digital advertising.

O&P Seafoods is in its launch year, and currently earns an average of $50,000 a month within 3 months of launch. The business is run by Owen Hennessey, founder, who has extensive experience in the fishing industry and has sold goods locally.

## Company overview

### Business structure

O&P Seafoods operates as a sole proprietorship run by the owner, Owen Hennessey.

### Industry

O&P Seafoods operates in the wholesale food industry primarily, and also participates in commercial fishing and fish farming.

### Background information

Owen Hennessey, the founder of O&P Seafoods, has a long history in the fishing industry and has sold his own catches locally for more than 10 years.

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### Business objectives

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### Team

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## Market analysis

### Market size

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### SWOT analysis

|  |  |  |
| --- | --- | --- |
|  | Positive | Negative |
| Internal | **Strengths**   * Nullam ut quam vehicula, cursus lacus nec, mattis risus. Nullam pulvinar rutrum ligula nec fermentum. * Nulla facilisi. Duis pulvinar ac risus accumsan ornare. Praesent porta dolor eget nunc malesuada, eget ultricies nunc pharetra. | **Weaknesses**   * No experience in wholesale sales or marketing |
| External | **Opportunities**   * Strong growth in locally-sourced food market * Proin ac sapien aliquet, mattis massa non, iaculis justo. | **Threats**   * Competitive market * Few barriers to entry |

### Competitive analysis

O&P Seafoods has many competitors in each of the markets it intersects.

#### Differentiation

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## Products and services

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## Customer segmentation

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## Marketing plan

Based on O&P Seafood’s ideal customer, here’s an overview of the marketing plan.

### Price

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### Product

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### Promotion

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### Place

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## Logistics and operations plan

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### Suppliers

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### Production

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### Facilities

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### Equipment

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### Shipping and fulfilment

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### Inventory

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## Financial plan

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