

Meaning and Scope of Fish Marketing

- Fish marketing can be defined from both the micro and macro view points.
- The micro view point is concerned with the individual participants in marketing be it the farmer or the business firm.
- From this perspective, fish marketing can be defined as the performance of all business activities which direct the forward flow of goods and services to consumers in order to accomplish the producers' objectives.

The macro view point of marketing on the other hand is a big "picture" view.

It examines the total system of economic activities concerned with the flow of fisheries production from producers to final consumers, the kinds of institutions and the price making mechanisms that guide those flows; the interactions among consumers, agribusiness firms, farmers and even government that determine the levels of expenditures, and the sharing of those expenditures as income to market participant.

Marketing involves all those legal, physical and economic services which are necessary to make production from the farm available to the consumers

- In the form and amount desired by the consumers
- At the place desired by the consumer
- At the time desired by the consumer
- At the price consumers and middlemen are willing to pay to take possession
- Thus marketing leads to the creation of form, place, time and possession utilities.

• Fish marketing is the performance of all business activities involved in the flow of fish production and services from the point of initial agricultural production until they are in the hands of consumers or users in order to satisfy consumers and accomplish the company's objectives.

- **A market** on the other hand, is generally an area or setting in which price making forces (demand and supply) operate. "It is a place, point or any means of communication whereby the transfer of title or ownership of goods and services can be affected.
- Market is defined as an area for organizing and facilitating business activities and for answering the basic economic suggestions: what to produce, how much to produce, how to produce and how to distribution production.

- A market may be defined by (1) a location (e.g Makun-Omi market) (2) a product (e.g the grain market) (3) a time (e.g the May Soybean market) ; or (4) a level of the market (e.g the retail food market).