

# B2B & Institutional Sales Guide

Fisheries & Aquaculture

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This guide explains what the tool produces, how to use the output, and what to watch for. The actual output (draft/report) is generated on the tool page.

## Background

Builds a B2B sales approach for a seafood supplier — targeting hotels, restaurants, caterers, retail chains and institutions with specs, supply reliability, pricing and terms. Use it to win and keep bulk accounts.

## Purpose of this tool & output

Sell to HoReCa, retail and institutions

## How the output is used

Use it to sell to HoReCa, retail and institutions — a B2B and institutional sales guide across needs, quality proof and contracts.

## Important cautions

B2B seafood accounts demand consistent quality, cold chain and documentation and often extended credit that strains cash; over-exposure to slow-paying accounts is risky. Vet credit and match commitments to real capacity.

## Companion documents

- Fisheries Marketing Plan
- Domestic Distribution Strategy
- Fish Retail Outlet Setup
- Live & Fresh Fish Transport SOP
- Seafood Digital Marketing Plan
- D2C Seafood Brand Playbook

This is AI-assisted guidance. Verify with a qualified professional before any binding decision. Fees, authorities and processes vary by state and change over time — confirm with your state authority.