

Extracting a client brief: Fishing and foraging Wales Team:

The product/service –

Fishing and foraging Wales was established five years ago on the south Pembrokeshire coast.

There are two parts to the business.

One – This is a small bass fishing and saltwater guiding business.

Two– The other side of the business utilises wild food ingredients along with the best of local produce from either Pembrokeshire or at the very least other parts of Wales.

The unique selling point for this side of the business is that it complements Wales natural surroundings.

The dishes I create are based on my visual experiences and in turn are aimed at recreating influential ecological systems that I see on a daily basis living in the outdoors. Basically, Wales on a plate.

There is no one else in Wales or the United Kingdom that I am aware of producing this kind of dining experience.

USP -

I take the both side of the business very seriously. Both of the experiences are brought to people with a very personal sale point of view and an execution point of view. From the initial booking to the final meal or fishing day then it's all down to me. This in turn is good for the client and the business as a whole as I never have complaints or bad feedback. Internet reviews are always excellent.

Bass Fishing –

There are other bass angling guides out there, but I am the only qualified one to date and through the natural resources Wales and wild fishing Wales scheme.

I also have knowledge that I have had to learn through being out there on the shoreline for many hours. Most locals don't have the knowledge that I have, let alone any outsiders to the county.

I do not know of any guides with the skills and knowledge I have of their areas or their environments.

I use sustainable methods – All fish are returned.

I coach and teach people techniques that are proven to work.

Tackle advice and technique guidance.

Experiences can be tailored to individual needs, in terms of duration, location and species targeted. There is an obvious specialised emphasis on the bass.

I take up to three anglers at a time.

I also provide 5m bell tents for a camping option.

The stunning Pembrokeshire coastline.

Foraging and food –

Learn to forage in beautiful surroundings

Passing on vast knowledge about what can be foraged, history and folklore are closely connected. People also learn how to prepare and use the ingredients we collect.

The unique selling point of the food side of the business is it is unique in my own structured dishes that are classed as “super local”.

The food is unique in that it is inspired by the places I live and work in. Dishes like “Stack rocks” and “A gift from the woodland” there are others being worked on and will be released soon.

These dishes are prepared in front of guests. This style of food is not available anywhere else, it is truly unique.

There are other restaurants in the world that are deeming themselves as sustainable because they use foraged goods or goods from certain regions. By looking closer this is far from the truth.

There are absolutely no guides with the foraging and cooking skills that I have learned over 20 years working in some of the best kitchens in the United Kingdom and some parts of Europe.

The wonderful beauty of the Pembrokeshire coast and countryside.

Benefits -

There is a very small carbon footprint.

Super local

Sensitive to the environments I work in

I would also like to look more into educational benefits for culinary students too.

Costs –

Fishing has a relatively low cost. My time is the highest outgoing.

There is a very small fuel cost for client transport.

The food cost is minimal of about £30 per head and the profit margin is around 85%.

There are no staff costs as I am the sole employee at the moment.

Target Audience

There's no real restrictions here – The fishing tends to favour existing anglers and I also take out complete beginners too. Locations are not generally suitable for very young children or people who are not reasonably fit, as it often involves walking long distances and clambering over rocks.

The foraging and food is aimed at people with an interest in food and the outdoors.

Location –

United Kingdom, Wales (Not local clients to protect sensitive working areas such as fungi sites and to protect bass sites) Europe and the United states and hopefully beyond in time. I have already welcomed guests from the United States, Europe, Israel. Most clients come from over the border from England though.

More American and Japanese market customers would be excellent.

The London market is something which is coming more into fruition for me, but it would be great to also target the London area more.

Age –

No Real age restrictions but young children and unfit people would struggle on a day out. On both sides of the business I have welcomed late aged teenagers to people into their seventies.

Socio economic grouping –

None

How do you currently reach your TA

My website at www.fishingandforagingwales.co.uk

Facebook - <https://www.facebook.com/WelshBassGuide/>

Instagram - <https://www.instagram.com/fishingandforagingwalesuk/?ref=badge>

Twitter - <https://twitter.com/WelshBassGuide>

I have A5 printed business cards that I hand out to clients/guests.

Word of mouth.

Trip advisor - https://www.tripadvisor.co.uk/Attraction_Review-g552048-d6657073-Reviews-Welsh_Bass_Guide_Day_Tours-Pembroke_Pembrokeshire_Wales.html

Average spend per customer

Close to £100 per day. Typical fishing day for 2017 £140 for a full days fishing. £100 per head for the foraging day with food

Do you have a new product/service you would like to promote?

No Just the existing business.

Brand image

Sustainable and true to the surroundings and working in tune with the natural world.

High end and professional fishing guiding.

High end and extremely consistent food with a very unique and defining stamp/edge.

I want camera images to eventually bring out more of my style especially with my camera work.

Style

Fishing – Professional and extreme to a certain degree.

Food - A unique style of food/cuisine

I want camera images to eventually bring out more of my style especially with my camera work.

Have a look at these websites for an example of layouts that I am aiming at –

<https://maaemo.no/>

<http://www.sergioherman.com/home.php/>

I have lots of great camera images to be used and I have good quality cameras as well.

Consistency

Always striving to get better

A very high level of consistency

Typography

I try and keep my whole level of typography clean and simple.

My blog is focused on good images that try to be as clean and as to the point as I possibly can.

I would like to learn more about this subject to further my business knowledge and success.

Colour

Earthy colours. (Brown, black white and yellow?)

Ethos

Sustainable and Sustainability, Working within nature and the parameters of Wales.

Education and knowledge to bring about understanding that sustainability and the careful use of wild ingredients can be better for the planet.

Food to bring about the understanding of a place.

Tagline

“Everything we need surrounds us, most people have forgotten that it is there”

A Guide – One who shows the way by leading directing or advising or one who serves as a model for others?

“I look at the past to try and guide people to a better future...”

1 - Competition

Café Mor

Location

Freshwater west

USP

Has a café shack near the beach – Has a food line in Marks and Spencer's and Fortnum and Mason.

What benefits do they offer?

They did offer foraging days but they have now ceased.

Offering low quality food to the masses.

Image identity

<https://www.beachfood.co.uk/cafemor.php>

2 - Current advertising –

What media do they currently use

Website - <https://www.beachfood.co.uk/cafemor.php>

Facebook - <https://www.facebook.com/PemBeachFood/>

Instagram – https://www.instagram.com/beach_food/?hl=en

Twitter - https://twitter.com/beach_food?lang=en

Budget

Not sure

Tracking

Call to action

Incentive

Maybe the chance to release a food product for market for my business.

The business owner is very keen on what I am doing and we have spoken about a possible collaboration in the future.

3 -Client/Designer relationship

Meeting times

To be arranged as per diary and around bookings.

Location

Pembrokeshire or Swansea.

I can arrange or pay for travel expenses to Pembrokeshire if needed.

Myself and my family here can arrange accommodation if needed as well.

Expectation

No Expectations but it would be good to get someone involved who is willing to see how I work in my environment and to get someone involved in a kind of hands on approach.

A good understanding of what I do is important as my business model is quite unique.

Help with branding.

Help with marketing and better online presence through the website and social media.

Production

Contact details

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