

TABLA DE CONTENIDO

1. INTRODUCTION.....	1
1.1. Company description	1
2. MARKET	3
2.1. Industry at glance.....	3
2.1.1. The global market of canned fish and seafood	3
2.1.2. Canned fish and seafood	4
2.2. The Chilean market.....	5
2.2.1. Characteristics	7
2.2.2. Market size	9
3. COMPETITORS	13
3.1. Products.....	13
3.2. Canning companies	16
3.3. Market analysis	18
3.3.1. Porter's five Forces Analysis.....	18
4. POTENTIAL CLIENTS	21
4.1. Walmart Chile.....	21
4.1.1. SWOT Analysis.....	22
4.2. Cencosud.....	22
4.2.1. SWOT Analysis.....	23
4.3. SMU	24
4.3.1. SWOT Analysis	24
5. SELLING PROCESS.....	26
5.1. Selling a branded product	27
5.2. Selling a non-labeled product.....	28
6. EXPORTING TO CHILE	29
6.1. General conditions	29
6.2. Regulations for canned fish and seafood	30
6.2.1. Application to enter a fishery product.....	31
6.2.2. Sernapesca inspection.....	32

6.2.3. Date of final approval	32
6.2.4. Approval of salubrity	32
6.2.5. Transfer	32
7. OTHER CONSIDERATIONS.....	33
7.1. Country context	33
7.2. PEST analysis.....	33
7.2.1. Political landscape	33
7.2.2. Economic context	34
7.2.3. Social context	34
7.2.4. Technological stage	35
7.3. Corporate culture	36
8. CONCLUSIONS AND RECOMMENDATIONS	37
8.1. Recommendations	38
9. BIBLIOGRAPHY.....	40
10. APPENDIX	44
Appendix A: Socio Economic Status in Chile	44
Appendix B: Average price for a kilo of canned fish, 2014	45
Appendix C: Products present in the marketplace in Chile	46
Appendix D: Political map of Chile	47
Appendix E: Contacts made.....	48
Appendix F: Allocations of costs to buyer/seller according to Incoterms 2010	49
Appendix G: SIPP form sample	50
Appendix H: Certificate of legal origin	51