



Argumentari de
vendes:
Gamba de Palamós
Certificada
Marca de Garantia



EXEMPLARY PROJECT

STUDY OF THE CONSUMER PROFILE AND THE SALES CHANNELS FOR PALAMÓS FISH AND ENHANCEMENT OF THE GUARANTEE BRAND.

412CAT00022

Operation description

IB NAME: Dirección General de Pesca i Afers Marítims

Priority 4: Increasing employment and territorial cohesion

Art. 63 Reg. 508/2014

The main objective of the study is focused on better understanding the motivations of customers in buying fish. In this way, the aim is to contribute to the differentiation of the fish product of Palamós both in fishmongers and in restaurants.

Another aspect to promote is the guarantee mark of the Gamba de Palamós. The aim is to build loyalty to improve the business process within the chain of custody of the brand.

Beneficiary name:

Cofradía de Pescadores de Palamós

Approval date:

28/06/2018

Normative reference:

ORDEN APM/1123/2017, del 21 de noviembre, por la cual se aprueban las bases reguladoras de las ayudas para la aplicación del desarrollo local participativo en el marco del FEMP en Catalunya 2014-2020.

Total cost budget: 18.000 €

Eligible cost: 18.000 €

Public aid: 9.180,00 € EMFF + 1.620,00 € CA

Private contribution: 7.200 €

Operation start year: 28/06/2018

Operation end year: 11/10/2018

Job created: 0

Operation location: Palamós

Results

During the study, the advantages of having a guarantee mark and the need for its enhancement have been detected.

The brand is an indicator of freshness, sustainability of the fishing and product recognition, so this information must reach the final consumer.

Equal opportunities and no-discrimination.

Sustainable development.