



# THE MARKETING STRATEGY FOR ABAVUBI FISHER MOBILE APPLICATION



**FEDERATION OF FISHERIES ORGANIZATION UGANDA**

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## LIST OF ABBREVIATION AND ACRONYMS

<b>ABAVUBI APP</b>	: Abavubi Fisher Mobile Application
<b>Agri-LED</b>	: Agro-Industrialization Local Economic Development.
<b>FFOU</b>	: Federation of Fisheries Organization Uganda
<b>GIZ</b>	: Deutsche Gesellschaft für Internationale Zusammenarbeit.
<b>IEC</b>	: Information Education Communication.
<b>IT</b>	: Information Technology.
<b>MAAIF</b>	: Ministry of Agriculture, Animal Industry and Fisheries
<b>OTT</b>	: Over The Top (Social Media Tax alias OTT tax)
<b>OWC</b>	: Operation Wealth Creation.
<b>SWOT</b>	: Strength Weakness Opportunities Threats.

## 1.0 EXECUTIVE SUMMARY

The processing of developing Abavubi Marketing Strategy was supported by Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) during a Multi-stakeholders Workshop organized by the Federation of Fisheries Organization Uganda (FFOU) to collect views from the fish folks. The workshop took place on the 10<sup>th</sup> November 2020 and the participants shared their views on the suitable Marketing Strategies and sustainability plan for the newly developed application named as Abavubi Fisher Mobile Application (Abavubi App). The Fisheries Sector in Uganda is faced with a number of challenges including high investment required for one to remain relevant coupled with limited or no Information Technology skills that expose to the fisher folks to the exploitation of the middlemen.

In multi stakeholder's workshops, the FFOU-IT team presented Abavubi Fisher Mobile Application to the representatives of the fish folks and appreciated the development of the Abavubi App. They were also tasked to give their opinions on the best marketing and sustainability strategies of the application. The following were adopted as the marketing strategies for the application;

- Adoption of sensitization and awareness campaign about Abavubi Fisher Mobile Application.
- Creation of the of the all the application materials in the local languages to make it easy for the fisher folk to use it
- Creation of the IT team working on the application should create an application version that can be used on non-smart phones.
- Formation of cooperatives by the fisher folks as strategy to strengthen their bargaining power for the prospective markets.
- Training of leaders in the respective fishing communities to allow conceptualization and adaptability of the Abavubi App.
- Ensuring that Abavubi Fisher Mobile Application is online all the time at affordable and manageable costs.
- Adaption of a vibrant, competitive and Sustainable Marketing Strategy for the Abavubi Fisher Mobile Application.
- Ensuring that the managerial capabilities are in place as detailed in the recommendation section.

A budget has been proposed with corresponding costs if the above marketing strategies are to be achieved. The conclusion highlights the fact, the marketing strategies mentioned above are both short and long term and therefore cannot be achieved within the initial period but can be realised one after the other given depending on the capacities of the implementing organisations and the stakeholders in the fisheries industry.

## 2.0 INTRODUCTION

The fisheries sector of Uganda is blessed with rich water resources which have high potential for increased fisheries and aquaculture production. The potential to increase production from the current estimates of 460,000 tons of fish per annum to over 1.7 million tons per annum is realistic and can be achieved with proper management. The sector has a significant contribution to national GDP, employment, food security, household incomes and foreign income earnings. However, those working in the fisheries sectors still face a number of challenges coupled with limited application of Information Communication Technology -in their day to day business management.

The use of destructive fishing methods and drastic environmental changes has led to a decline in the productivity of Uganda water bodies and as fish production has continuously declined over the last decade. Uganda's fish exports dropped, leading to a considerable loss of revenue and source of livelihoods. Several measures have been put in place to curb on the rate of illegalities in the fisheries sector such as the deployment of the paramilitary unit for surveillance on the lake, registration and licensing and adoption of bigger boats to fish in deeper water are among the strategies that have been adopted.

The approaches adopted by government have left the fisher folks in a more complicated situation since the production costs have almost doubled and for one to keep in business, he or she must be creative and adaptive to innovations. –The fisher folks rarely keep business records, they are not aware whether they are making profit or not and are unable to improve or upscale their business. Such conditions have not only limited local investment in the fisheries sector but also the foreign. The local financiers are very skeptical to adverse business loans to such business. There is need to train fisher-folk on business development, management and adoption of innovation such integration of Mobile Application in their business operations.

## 3.0 BACKGROUND INFORMATION

The challenges affecting the fisheries sectors propelled Federation of Fisheries Organizations Uganda (FFOU) to conduct wide consultations with its members spread in the districts of; Rakai, Kyotera, Masaka, Kalungu, Kalangala, Mpigi, Wakiso, Mukono, Buikwe, Kayunga, Buvuma, Mayuge, Namayingo, Busia, Hoima, Ntoroko, Bulisa and Kampala on what needs to be done to improve Fisheries Business management in Uganda. As a result of such engagements, FFOU found out that, there was a communication gap amongst the fisher folks which not only affected their knowledge about the markets but also locked them out of the innovations in their industry.

Therefore, inspired by the Abalobi App which was developed in South Africa, FFOU came up with a similar application for the fisher folks in Uganda dubbed as the **Abavubi Fisher Mobile Application** (Abavubi App). The application allows the fisher folk to easily and securely collect, store and analyze business and fisheries data using their mobile phones. The Abavubi App gives the user access to weather forecasts, market information and navigation data. All these aspects are aimed at building stronger fish businesses, improve market access and strengthen the role of the fishing community in co-management of the available resources.

As step towards the realization and popularization of the Abavubi App, FFOU has been working closely with GIZ to streamline and perfect the implementation of the concept to cover as many users as possible in the fisheries sector. This document therefore presents the marketing strategy for the Abavubi Application. The strategies proposed to market the application are based to the ideas discussed by the representatives of the fisher folks who attended a one day's Multi-stakeholders workshop organized by FFOU with support from GIZ to discuss to approaches that can be adopted to bring make the fisheries sector appreciate the need to adopt and use the Abavubi Application in their day –to – day business operations.

#### **4.0 METHODOLOGY ADOPTED**

During the development a marketing strategy, a workshop was organized by FFOU funded by GIZ. The event was attended by key stakeholders in the fisheries sector and the both group discussion and questionnaires were applied to collect ideas on the best marketing strategy to popularize the Abavubi Fisher Mobile Application, a SWOT Analysis of the application was conducted as presented below;

##### **4.1 The Marketing strategy for Abavubi Fisher Mobile Application**

Based on the available information regarding the fisheries industry in Uganda, there is a need to fully integrate Information Technology in the day to day business of the sector.

##### **4.2 Situation Analysis**

The Fisheries Industry is operated by both the youthful population which is the country's majority and the adult men and women. Most of the people in the fisheries are not highly educated with basic education of reading and writing. This population has also experienced the socio-economic revolutions which among others include the application of information Communication Technology in the day to day business operations. With brief analysis the Federation of Fisheries Organization Uganda developed an application dubbed as; Abavubi Fisher Mobile Application as key strategy enable the fish folk access market information at both local and international level.

### **4.3 Objectives**

The combination of unique, cost-effective approaches will enable FFOU to reach out to a good number of people in the fisheries sector. This will enable them to run how to use the application for their day today business operations.

### **4.4 Strength of the Abavubi Fisher Mobile Application**

Majority of the fisher folks agreed that, the Abavubi Fisher Mobile Application would offer them with an opportunity information about the market conditions, access to good market for their products which would increase their returns. They further noted that, the application enables them to control illegal fishing practices as a way of attaining sustainable fishing methods in Uganda.

The participants further noted that, the innovation of the application would keep them relevant in the market by knowing the prevailing market conditions they could stay ahead of the competition was through the use of the Abavubi application, sensitizing and creating awareness among the target audience, working hand in hand with fisheries association. They also pointed out that, the application would expose them to the world of technology and adopt it for their day to day operations.

The stakeholders also appreciated the intervention, that it would reduce the role of middlemen who exploit the fishermen by buying their fish cheaply due to limited information regarding the prevailing market. The creation of the Abavubi Mobile Application will further facilitate formation of cooperatives and association which would enable them tap into others socio-economic programs in the country like the Emyooga, Agri-LED, Operation Wealth Creation, etc.

The application would also eliminate the current statuesque of weighing by eyes or estimates of fish. Before the information is uploaded on the application, all the description regarding the fish is captured and weight of the fish is key component. This will be key step in improving the economic conditions since many of them continue to work in the lake but no visible returns since they sell out their fish at very low prices which does not correlate with the energies and other resources they invest in the activity.

The participant also described the intervention as a mile stone in empowering the fisheries sector since it has provisions for information such as market prices, weather changes, market information as well as controlling the illegal fishing practices. Additionally, the participants described the application as their gateway to both local and international markets.

The participants also noted that, the application would ease mobilization of mobilize fisher folks for social economic activities. Given the nature of the water bodies, the fish folks have been described as hard to reach groups of people but with the innovation of the application, the communication among the fisher folks and their fellow stakeholders will naturally improve.

#### **4.5 The weakness of the Abavubi Fisher Mobile Application**

The Abavubi Fisher Mobile Application is an internet-based application implying that, without internet, the application may not work. The participants noted that, there is poor network coverage around the lake and this implies that, the application may not be useful at the time, they may need it.

Secondly, the participants noted given the nature of their work, smart phone which was described as the best platform for the functionality of the application is not well favored in many ways; smart phones are very sensitive to water, yet their work in basically water, smart phones have high power loss, implying that even those who may have it may not have the electricity to charge them.

Another concern which was categories as a weakness for the application disclosure of information on the application. In the presentation of the application, the participants realized that, they are supposed to disclose information about their business including their catch. They said that, this would put their business at risks such heavy taxes levied by the Uganda Revenue Authority. On the same point, they fish folks noted that, the nature of their business does not warrant them to share information about the market conditions.

Majority of the participants expressed the concern of high level of ignorance/ illiteracy of the fish folks which would affect scaling up the application coupled with poor network coverage around the lake bodies that would disengage them in the promotion of the application.

It was revealed that their competitors were better than them because they had a large capital base, could offer discounts or after-sale services. Furthermore, they advertised their products and were also not willing to disclose their potential market. The Fisher folks also noted that, they are used to instant cash and on a daily basis once they offer their products but with the Abavubi Application they would be make them wait for a long time to get paid. This remained a concern for the application and categorized as a weakness. Additionally, the fish folks noted that, transportation facilities to where the fish may be need would still be a challenge to them and thus



hampering the scaling up of the application. The fish folks also highlighted the costs such as the internet, and OTT would make it hard to promote the application.

#### 4.6 Opportunities of the Abavubi Fisher Mobile Application

The participants appreciated the intervention adding that, it would provide an opportunity for them learn how to use information communication Technologies in their business. This is likely to increase their market coverage both at the local and international level.

#### 4.7 Threats of the Abavubi Fisher Mobile Application

The major threat that is likely to face the promotion of the application is the mindset and misconception of the fish folks about the evolving approaches to business management. Many of them still believe in the traditional approaches to selling without measuring, immediate cash as soon as they come out of water. Therefore, the implementation team of the application has to come up with a strategy change the mindset of the fish folks towards the evolving fishing industry.

#### 4.8 Summary of group discussions

Discussion	Conceptual Recommendations	Technical Recommendations
Mindset change for fishers to adapt the technology.	<ul style="list-style-type: none"> <li>• Need for more training.</li> <li>• Marketing teams need to do good sensitization for fishers to understand the value proportions in using the BAVUBI APP.</li> <li>• IEC Materials i.e. banners, posters etc. about the App need to be positioned at the various interest landing sites.</li> </ul>	<ul style="list-style-type: none"> <li>• Need to create video tutorial &amp; short clips or advertising videos making a walkthrough of the App.</li> </ul>
Network at fishing grounds	<ul style="list-style-type: none"> <li>• Liaise or create partnerships with Telecom companies.</li> <li>• While fishing at distant points on Lake Victoria, Networks from the neighbouring Kenya or Tanzania seems to be better than that of Uganda. Thus, a joint East African forum needs to be thought of.</li> </ul>	<ul style="list-style-type: none"> <li>• Build a single collection system &amp; fish collection center where all fish data for various fishers can be collected and exposed to Market.</li> <li>• Build an offline version of the App that allows fisher to enter data, then information can later be synchronized with the Servers in Network areas.</li> <li>• That technical collaborations may be</li> </ul>

		made with Technology partners to come up with a phone with the APP Pre-installed this would also help in offline transactions or low internet data transactions
Delivery of the fish products to the Markets	<ul style="list-style-type: none"> <li>• Single Fish collection centers in form of cooperatives, and fishers can be paid on a weekly, monthly or in a feasible period.</li> <li>• Liaise with <b>MAAIF</b> to provide this initiative at various landing site a non-taxed BOAT that enables low earning fishers to deliver the product in time to avoid post-harvest defects caused by delays.</li> <li>• Feed the landing sites with better preservation equipment such as stable ICE equipment, smoking and drying technology</li> </ul>	
Middlemen Vs Market	<ul style="list-style-type: none"> <li>• The fishers and workshop attendees still needed to be informed how the App would reduce the Middleman effect given the current Market structure.</li> </ul>	<ul style="list-style-type: none"> <li>• Need to setup a SINGLE Fish Collection Center at the various landing sites or otherwise and these can take their fish directly. These collection centers are helpful in proper data collection &amp; analysis, but also reduces the burden of the fishermen to look for markets</li> </ul>
App in Languages	<ul style="list-style-type: none"> <li>• Most fishers say they did not go to school and the App is in English. They recommend App to be translated in other languages like Luganda and Swahili.</li> </ul>	<ul style="list-style-type: none"> <li>• Adverts and Toll-free services should facilitate multilingual issues.</li> </ul>
Internet Costs	<ul style="list-style-type: none"> <li>• Fishers still think using the App may always need them buy data bundles, the money that would always be their profits.</li> </ul>	<ul style="list-style-type: none"> <li>• APP is OTT Tax free</li> <li>• Partnerships with Telecoms still on going.</li> </ul>
App sustainability	<ul style="list-style-type: none"> <li>• Better working protocol with Associations and Fishers.</li> <li>• Fishers advised to know that they cannot work without paying taxes and some other transaction dues. No GAIN without PAIN.</li> <li>• Associations encouraged to make collective marketing and popularization of the App within their members.</li> </ul>	<ul style="list-style-type: none"> <li>• IT Team needs to constantly open-up to associations management for periodic trainings.</li> </ul>

	<ul style="list-style-type: none"> <li>• Door to door marketing called upon.</li> <li>• Need to include more stakeholders in the federation operations such as the Marine Police Forces, Telecoms, MAAIF, and other development partners</li> </ul>	
TV & Radio adverts	<ul style="list-style-type: none"> <li>• Hold massive campaigns and training of the APP on Radio and television.</li> </ul>	

#### 4.9 Market size

Based on the discussion above, the Abavubi Fisher Mobile Application targets the fisheries sector at both local and international levels. The application will bring the fish folks into contact with their fellow counterparts at the local levels in the short run and in the long run the application shall enable the fish folks to get exposure of what is happening in the international market; therefore, the market size is diversified.

#### 4.10 Target audience

According to the participants, the target audience of the application is both for those that are working with the fisheries industry and the consumer of the products who may use the application to know what is available on the market. Additionally, the recent development in information Communication Technology have evolved during the current generation thereof when developing a marketing strategy, consideration for their involvement must be taken as a key component.

### 5.0 MARKETING STRATEGIES

The stakeholders discussed a number of issues and possibilities about the Abavubi Mobile Application and it is upon that discussion that, the following marketing strategies have been proposed to market the application as presented below;

1. **Localize the features of the application in the local languages** – based on the information gathers during the workshop, the participant revealed that, there were more comfortable to use their respective languages. Therefore, it is against that background that, localizing the features of the application has been adopted as one of the key marketing strategies to reach out to many fisher folks.
2. **Adoption of a social media marketing campaign-** This will mainly involve the creation of a viral content which may be inform of a video, voice clip that will be shared and posted on the media platforms such as; Facebook, WhatsApp, LinkedIn, Twitter. This will create awareness about the application and this will attract more users.

3. **Sensitization of fisher folks about the application.** According to the information discussed, the participants noted that, they had represented their fellow counterparts and asked FFOU to adopt a strategy of reaching out to the entire fisheries sector. Thus, it is upon that background that, sensitization of fisher folks' campaign is adopted around the fishing communities.
4. **Creation and dissemination of information Communication Material.** During the workshop, it was realised that, many people had challenges of adopting the features of the application. Thus, a decision was reached to create video tutorial and short clips in local languages to sensitize the local communities.
5. **Build an offline version of the Application** that allows fisher to enter data, and then information can later. Because of the costs involved especially in the purchase of data, we realised that, there is a need to have an offline version which is user friendly to help the fisher folks acquit themselves with the application.
6. **Boost the application discoverability on Google Play.** Making the application easily accessed on Google Play will enable the common people use the application.
7. **Understand application user's preferences.** The application is at a stage of being rolled out to the users, but there is still a need to further study the needs of the users, this will allow quick adaptability. This will further facilitate support the application updates.
8. **Regular update of the application to cover common user needs.** Through the sensitization meetings, the IT team from shall correct ideas that will facilitate the regular update. This marketing strategy shall correct possible anomalies that would make users hate the application.

### **5.1 Cost of the application**

The initial cost of developing and maintenance costs of the Abavubi Mobile Application shall be meant by FFOU with support from its partners. However, the user application costs shall be meant by the user in terms of the amount data purchased from the telecom provider.

### **5.2 Distribution of the application**

The application shall be made available on Google Play and any user can download and have it installed on his or her mobile phone or gadget.

### 5.3 Promotion of the application

The Abavubi Mobile Application shall be promoted using the marketing strategies as discussed above. The promotion of the strategy shall attract a cost as indicated below;

No.	Activity	Description	Qty	Unit	Sub total
1.	Localize the features of the application in the local languages.	The major features of the application shall be made available in over 5 local languages.	5	3,500,000	17,500,000
2.	Adoption of a social media marketing campaign.	Content developed & disseminated to social media platforms	1	1	5,00,000
3.	Sensitization of fisher folks about the application.	Conduct 10 sensitization meetings with market with a celebrity	10	5,000,000	50,000,000
4.	Creation and dissemination of Information Education Communication (IEC) Material.	Video setups, creation, ideation and animations	1	8,500,000	8,500,000
5.	Build an offline version of the App	The content developed shall be made available offline and this will not attract a cost.	-	12,000,000	12,000,000
6.	Discoverability on Google Play.	FFOU will have to secure rights and pay Google to allow access of the application			Done
7.	Understand application user's preferences				
8.	Regular update of the application	The IT Team shall always update the application	12 months	1,500,000	18,000,000
9.	Allowances for the Marketing team	A team 10 personnel composed of IT experts & FFOU project staff shall	10	500,000	15,000,000

		undertake the marketing drive			
10.	Contingencies				

## 6.0 Recommendations

From the discussion above, the following recommendation are made;

1. Adoption of sensitization and awareness campaign about Abavubi Fisher Mobile Application.
2. Translation of all the application materials in the local languages to make it easy for the fisher folk to use the application in their day today business operations.
3. Creation of an application version that can be used on non-smart phones (Button phones) since the discussion strongly brought it out that, Fisher folks had a good number challenges in using them especially those that go in the waters.
4. Formation of cooperatives by the fisher folks as strategy to strengthen their bargaining power for the prospective big market that is likely to be created by the adoption of the application.
5. Training of leaders in the respective fishing communities to allow conceptualization and adaptability of the application.
6. It is further recommended that, FFOU ensures that Abavubi Fisher Mobile Application is online all the time at affordable and manageable costs.
7. Adaptation of a vibrant, competitive and Sustainable Marketing Strategy for the Abavubi Fisher Mobile Application.
8. For the successful implementation of the Application, FFOU has to ensure that the following managerial capabilities are in place;
  - i. Quality/standards of the application content.
  - ii. Efficiency: FFOU should focus on efficiency of the application.
  - iii. Scale: FFOU must have the capacity to scale up the application to cover the fisheries sector.
  - iv. Market infrastructure: i.e. IT gadgets, mobile phones and internet connections.
  - v. Market Information: i.e. information among all stakeholders to improve strategy ownership, data infrastructure.
  - vi. Capacity to deal with any kind of sabotage be it national or international.

## 7.0 CONCLUSIONS

The strategies and recommendation mentioned above are both short term and long-term approaches to gaining user retention, driving daily usage and getting users addicted to Abavubi Fisher Mobile Application and because of number of factors which among others include; limited resources, level of perception of the application users, to mention but a few, therefore, the preliminary approaches should be aimed at creating awareness among the application users. The success of the application is not just based on number of downloads, active users and screen views. It is much more. The real indicators of progress shall be shown in the app user engagement as it clearly suggests how Abavubi Fisher Mobile Application solves the users problems and also how much they enjoy interacting with the app, utility and value. Thus, user interface is extremely important while developing the app as retaining the users is much more important than downloads and high rankings.

## 8.0 LIST OF ANNEXES

### 9.1 WORKSHOP AGENDA

TIME	TOPIC	RESPONSIBLE PERSON	IN-CHARGE
8:00am-9:00am	Arrival & Registration of participants	All participants	Organizing Committee
9:00am-9:20am	Welcome Remarks	ED-FFOU	MODERATOR
9:20am-9:50am	Self-Introductions	Participants	MODERATOR
9:50am-10:15am	Opening ceremony	President-FFOU	MODERATOR
10:15am-10:30am	Remarks from GIZ	GIZ Official	MODERATOR
10:30am-11:00am	<b>BREAK TIME</b>	All participants	Organizing Committee
11:00am-12:00	Presentation on the Overview Abavubi Fisher Mobile Application Project	ED-FFOU	MODERATOR
12:00pm-1:00pm	Presentation on the Abavubi Fisher Mobile Application Project	FFOU IT TEAM	MODERATOR
1:00pm-2:00pm	Lunch break	All participants	HOTEL & FFOU Team
2:00pm-3:00pm	Presentation & discussion of the Marketing Strategy of Abavubi Mobile Application.	Consultant	MODERATOR
3:00pm-3:30pm	AOBS (Issues within the fisheries sector)	All participants	MODERATOR
3:30-4:00pm	<b>CLOSING REMARKS &amp; DEPARTURE</b>	FFOU/GIZ	Moderator



8.2 LIST OF PARTICIPANTS



Responsible Fisheries Business Chain Project

Occasion: FFOU MULTI-STAKE HOLDERS' WORKSHOP

Date: 10/11/20

The participants agree to have their pictures taken during the event. The pictures may be published. In case a participant does not agree to his/her/its picture published, he/she/it will indicate it below or give written notice via email to the organizers.

Nr.	Name	Gender f/m/	Disability yes/no; type	Organization	Designation	e-mail	Phone	Signature
1	MAZZI CHRISTINE	F	NO	KWBT	MEMBER		0755663432	mazzi
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7	br Nattabi KJuliet	F	NO	Makerere University	Department of Zoology Histology Services	jnattabi.katobi@gmail.com	077249544	[Signature]
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Responsible Fisheries Business Chain Project

Occasion: MULTI-STAKEHOLDERS' WORKSHOP

Date: 10/11/20

The participants agree to have their pictures taken during the event. The pictures may be published. In case a participant does not agree to his/her/its picture published, he/she/it will indicate it below or give written notice via email to the organizers.

Nr.	Name	Gender f/m/d	Disability yes/no; type	District	Email	Phone	Signature
10	Makinyowa Bonat	F	NO	WAKISO	makinyowa@gmail.com	0700605424	[Signature]
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12	Munyonyo Justine	F	no	NIRO		07889885533	[Signature]
13	Nabuwama susone	F	no	malembo		0751545490	[Signature]
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17	BBATIB JOSEPH			I		0702950664	[Signature]
18	KAWUKI FRANK	NO		KABANGALA		0775847044	[Signature]



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Nr.	Name	Gender f/m/d	Disability yes/no; type	District	Email	Phone	Signature
10	Makinyowa Ronald	f	NO	WAKISO	ronnamaki@gmail.com	0700605424	[Signature]
11	Ngonzi Umanu	M	no	Kakiso	-	0795816452	[Signature]
12	Munyonyo Justine	f	no	NIRO	-	0788-9885533	[Signature]
13	Nabulima Justine	f	no	malembo	-	07515245490	[Signature]
14	Kato Emanuel	m	no	Malumbe	-	07004269195	[Signature]
15	Daniel Hussein	m	no	KALANGALA	-	0759234174	[Signature]
16	KIGGUMBU Francis/M			KAMPALA	GM0881@gmail	0772651400	[Signature]
17	BBANDA JOSEPH			1		0702950664	[Signature]
18	KAWUKI FRANK	no		KALANGALA	-	0775847044	[Signature]



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Nr.	Name	Gender f/m/d	Disability yes/no; type	District	Email	Phone	Signature
28	SEKIZIVU Hamdin	f	-	Mukono K'ga	shamsed@gmail.com	0752102410	[Signature]
29	Michael Kalema (M)			Kampala	ed@ffon.org	0705035550	[Signature]
30	Jeninah Nabukeera			Kampala	@jeninah@gmail.com	0759957513	[Signature]
31							
32							
33							
34							
35							
36							



Responsible Fisheries Business Chain Project

Occasion: MULTI-STAKEHOLDERS' WORKSHOP

Date: 10/11/20

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Nr.	Name	Gender f/m/	Disability yes/no; type	Organization	Designation	e-mail	Phone	Signature
1	NAKIYENDE HERBERT	M	No	NAFIRRI	RO	nakiyende@yahoo.ie	0782168887	[Signature]
2	Cecilyne Atin	F	NO	UNWFO	Youth Rep	asagac@yahoo.com	0772864096	[Signature]
3	Amfumuza ANNE	F	NO	GIZ			0777234236	[Signature]
4	Mawereza Esther	M	NO	LVFO		Mawereza@lvfo.org	0704433242	[Signature]
5	Kyanyira Rufus	M	NO	NAFIRRI			0753931475	[Signature]
6	Mugwaza James	M	NO	GIZ	RO		0752448523	[Signature]
7	Nyombi Wan	M	NO	GIZ	RO		0759055504	[Signature]
8	Mwebe Mike	M	NO	GIZ	RO		0703659182	[Signature]
9	Mubunga Ivan	M	NO	GIZ	RO		0708453918	[Signature]



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Nr.	Name	Gender f/m/d	Disability yes/no; type	District	Email	Phone	Signature
10	NABUUMA Robina	F	NO	KAMPALA	robicoj farms@yahoo.com	0772584309	[Signature]
11	Nambaziira Jane	F	NO	Masaka	Jeninah2@gmail.com	075562621	[Signature]
12	NAMONTO ROSEMARY	F	NO	WAKISO	rosemarynamon@gmail.com	0751907493	[Signature]
13	Samban Abung	M	NO	JIRJA	sbalun@yahoo.com	0776659297	[Signature]
14	MUGERWA STEPHEN	M	NO	Kalungala		0776420053	[Signature]
15	KAMYA EDDYSON	M	NO	Rakai	kamyaeddyson@gmail.com	076142465	[Signature]
16	MAYOUP RICHARD	M	NO	MUSKA		0752646161	[Signature]
17	Sonyange W. Richard	M	NO	Bukama/Mukoro		0752409648/0772409648	[Signature]
18	Schuster	M	NO	Kalungala		0776-960325	[Signature]



Responsible Fisheries Business Chain Project

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Nr.	Name	Gender f/m/d	Disability yes/no; type	District	Email	Phone	Signature
19	Xlagawa Christine	F	No	Buvuma		0788777377	
20	HARDIET BOGIZE	F	NO	Kampala	haridibog@gmail.com	0703731668	
21	Douglas Sseffumbwa	M	No	Kampala	dgsali88@gmail.com	0701688379	
22	SHABIBAH MAKIRICHA	MO	-	Kampala	dnakinye22@gmail.com	0783277828	
23	Christopher Semalemu Semalah			K'la	Semalemuc@gmail.com	0700490604	
24	Jumbe Ba m			K'la	benai2002@yahoo.com	0752448662	
25	Binyeri Zayja	F	NO	Kampala	Zayjabinyeri85@gmail.com	07753607	
26	Muyimba John M	M	No	Kampala	imuyimba@gmail.com	0772884537	
27	Naiga Sharon	F	No	Kampala	Snaiga18@gmail.com	0705353651	



Responsible Fisheries Business Chain Project

Occasion: MULTI-STAKEHOLDERS WORKSHOP

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Nr.	Name	Gender f/m/d	Disability yes/no; type	District	Email	Phone	Signature
28	MUKASA ERISA	M		MUKONO	0754174390		
29	MAYANJA GOSREY M			BUKWE	geomayanja8@gmail.com	0772569460	
30	ISAAC OUA OJA			ENTEBBEE/FR	0772336853	0772336853	
31	BAKORA MOSTS			KAMPALA	0782385239	bakora23@yahoo.com	
32	ZIWA CHARLES			KASENSERO	0752630597		
33	NAKALEMA JOYIA			KATOLI	0757600721	Metakemajoyich2019@gmail.com	
34	DAVIDA KIRITWA			KMP	0775282890		
35	Kanyana	son		FFOU Kibeta		0704721888	
36	Kesimo	Glone		FFOU		0779088487	



Responsible Fisheries Business Chain Project

Occasion: MULTI-STAKE HOLDERS' WORKSHOP

Date: 10/11/20

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Nr.	Name	Gender f/m/d	Disability yes/no; type	District	Email	Phone	Signature
10	NABUUMA Robina	F	NO	KAMPALA	robicojarms@robinaab.igmail.com	0772 584309	[Signature]
11	Mambalira Jane	f	NO	masaka	Jeninah2@gmail.com	0755 62621	Jane
12	NAMONO ROSEMARY	F	No	WAKISO	rosemarynamono@gmail.com	0751907493	[Signature]
13	Sambon Abury N	N	JINJA		sbabury@yahoo.com	0776659997	[Signature]
14	MUGERWA STEPHEN			Kalungala		0776420053	[Signature]
15	KAMYA EDYSON	NO	Rakai		kamyreddyson@gmail.com	0706140465	[Signature]
16	MAYOVI RICHARD			MUSIKA		075264616	[Signature]
17	Sengange M. Richard			BUKAMA/MUKORO		0752469648/0772409648	
18	Sensijum	M	NO	Kalungala	/	0776-960375	[Signature]



Responsible Fisheries Business Chain Project

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Nr.	Name	Gender f/m/d	Disability yes/no; type	District	Email	Phone	Signature
46	Lynn Nasirumbi	F	N/A	RPOC JINJA	lynnmaris@gmail.com	0702764351	[Signature]
47	Tobias Isaac	M	N/A	Jinja	boorbonis4@gmail.com	0791 091 849	[Signature]
48	Iyo Okao	F	N/A	Jinja	iyobao@gmail.com	0783 624966	[Signature]
49							
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Responsible Fisheries Business Chain Project

Occasion: MULTISTAKEHOLDERS WORKSHOP

Date: 10/11/20

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Nr.	Name	Gender f/m/d	Disability yes/no; type	District	Email	Phone	Signature
37	EMMANUEL OBIKIET	M	NO	KAMPALA	Emmobid@gmail.com	078220710	
38	Yiolet Nabagye	F	NO	Kampala	nabagiyiolet2016@gmail.com	0701372212	
39	Namach Rose Kakoma	M	NO	II	Umanakuma@gmail.com	0781314843	
40	Namaganda Rute			Kabasi		077407570	
41							
42							
43							
44							
45							

8.3 TERMS OF REFERENCE	
<b>Project leader</b>	Adolf Gerstl
<b>Program Officer</b>	Namatovu Safina
<b>Background of GIZ – Responsible Fisheries Business Chain Project</b>	<p>GIZ is implementing the Global Program on Sustainable Fisheries and Aquaculture in Mauritania, Malawi, Madagascar, Zambia, Cambodia and Uganda. The overall objective of the program is to ensure food security and to reduce poverty by increasing fish supply and income. The Global Program is part of the special initiative “One World-No Hunger” (SEWOH) of the German Federal Ministry for Economic Cooperation and Development (BMZ).</p> <p>The GIZ Responsible Fisheries Business Chain Project is concentrating on sustainable fisheries management of Nile perch around Lake Victoria in Uganda. The project focuses on 3 objectives areas; 1) More fish More income, 2) Sustainable fisheries management and 3) Reduction of illegal, unreported and unregulated (IUU) fishing. The Project targets groups of vulnerable households and communities, artisanal fishers and small- and medium sized enterprises within the fisheries sector.</p> <p>The implementing partners of RFBCP are the Lake Victoria Fisheries Organization (LVFO), the Department of Fisheries Resources (DiFR), the Uganda Fish Processors and Exporters Association (UFPEA), the Association of Fishers and Lake Users in Uganda (AFALU), the Federation of Fisheries Organizations Uganda (FFOU) and the KATOSI Women Development Trust (KWDT)</p>
<b>Background of the assignment</b>	<p>The GIZ-RFBCP supporting Federation of Fisheries Organizations Uganda (FFOU) under contract No. 81246624 to develop mobile application for fisheries business management with a focus area on Lake Victoria. The application allows for easy and secure collection, storage and analysis of fisheries related data, online marketing of fish and fisheries related products, weather forecasts and navigation on water. The app is aimed at building stronger fisheries businesses and strengthening the role of fishing communities in co-management.</p> <p>The Application is fully developed and functional on google play store downloaded as Abavubi fishers“. FFOU had formally planned to conduct consumer acceptance test in 3 fishing communities and train 35 Information technology administrators on the use of the mobile app which is not enough to popularize the app. that is why it was agreed that a multi stakeholder workshop should take place with GIZ partner institutions and other stakeholders within the fisheries value chain.</p> <p>GIZ-RFBCP together with FFOU has organized a 1-day multi-stakeholder workshop to solicit for ideals on how the Abavubi Fisher Mobile App can be popularized to ensure a wider adoption among fisher communities. the meeting will enable FFOU develop a clear marketing strategy and sustainability plan for the mobile app.</p> <p>The marketing strategy should focus on brand recognition; know your customer strategy, attraction of new users and nature of future activities that FFOU should focus on for periodic software updates. The popularization workshop will focus on generating ideas from the end users on how best to improve the adoption and utilization of the Abavubi Fisher Mobile App among fisheries businesses with the continuously changing market trends. It’s upon this background that RFBCP is hiring a marketing consultant to help in the creation and implementation of marketing strategies that are focused on the Abavubi businesses management App.</p>
<b>Tasks of the consultant</b>	<p>The consultant shall perform the following tasks</p> <ul style="list-style-type: none"> <li>▪ Analyze the current state of the app and identify external limitations that may affect the adoption of the App by the end users (using the current version of the app)</li> <li>▪ Steer discussions with the association members and RFBCP partners on the bests marketing strategies that can be adopted for a wider popularization of the app</li> <li>▪ Develop comprehensive marketing strategy and sales plan detailing activities and their impact on the projected sales</li> </ul>

<b>Expected outputs</b>	<p>The expected outputs of this assignment include;</p> <p>A comprehensive marketing strategic plan for the Abavubi Fisher Mobile app. This should elaborate the following specifics;</p> <ul style="list-style-type: none"> <li>▪ Market Problem</li> <li>▪ Customers</li> <li>▪ Competitive Intelligence and analysis</li> <li>▪ Product Positioning &amp; Value Proposition e.g launch strategy, expand distribution channels</li> <li>▪ Key Goals and Metrics for the Product i.e calculate Returns on investments (ROI)</li> <li>▪ Overarching Strategy to Market the Product</li> <li>▪ Marketing Initiatives to Deliver on Corporate Strategy i.e brand strategy, and marketing campaign</li> </ul>	
<b>Format of report</b>	<p>The Final report should follow the structure indicated below:</p> <ul style="list-style-type: none"> <li>▪ Title page, Table of Contents to three levels, List of annexes, list of abbreviation and acronyms, executive summary, Introduction</li> <li>▪ Main body divided into sections of background information, methodology adopted, discussions conclusions and recommendations</li> <li>▪ Attach workshop agendas list of participants, ToRs and presentations.</li> </ul> <p>Pictures must be taken in accordance with GIZ rules and guidelines and copy- as well as user-rights must be assigned to GIZ. Pictures must be submitted as electronic copies and should have a suitable resolution to be printed on A0 format.</p>	
<b>Marketing strategic plan to be reviewed by</b>	RFBCP/FFOU	
<b>Duration</b>	Activity	Working days UG
	The overall requirement is as follows:	
	<ul style="list-style-type: none"> <li>▪ Analyze the current state of the app and market trends and identify external limitations of the app that may affect its adoption by the end users (using the current version of the app)</li> </ul>	1
	<ul style="list-style-type: none"> <li>▪ Steer discussions with the association members and RFBCP partners on the best marketing strategies that can widely popularise the app</li> </ul>	1
	<ul style="list-style-type: none"> <li>▪ Develop comprehensive marketing strategy and sales plan detailing activities and their impact on the projected sales and sustainability plan for the app</li> </ul>	8
	<b>Total</b>	<b>10</b>
<b>Total input days</b>	Maximum Input days for consultant	10 working days
<b>Start Date</b>	Approximate starting date:05/11/2020	Completion: 15/11/2020
<b>Experience and qualifications</b>	<p><b>Qualifications and skills:</b></p> <p>1) Master's in Business Administration</p> <p><b>Experience</b></p> <ul style="list-style-type: none"> <li>▪ Three (3) years' experience in developing marketing strategies for new innovations</li> <li>▪ At least one year of experience in the field of marketing or sales</li> </ul>	

**8.4 PRESENTATIONS: OPENING REMARKS BY THE FFOU PRESIDENT ON THE LAUNCH OF ABAVUBI FISHER MOBILE APPLICATION 10<sup>TH</sup> NOVEMBER 2020**



**DISTINGUISHED PARTICIPANTS,** I welcome you to the launch of **ABAVUBI FISHER MOBILE APPLICATION.** As stated in your programme, the objective of the workshop is to provide all the participants with information regarding the functionality of the Abavubi Fisher Mobile Application. The workshop will offer us the opportunity to discuss, share experience, provide guidance and devise a marketing strategy for the application as one of the strategies to improve the fishing industry in Uganda.

The fisheries sector of Uganda is a fast-growing industry and blessed with rich water resources which have high potential for increased fisheries and aquaculture production. The potential to increase production from the current estimates of 460,000 tons of fish per annum to over 1.7 million tons per annum is realistic and can be achieved with proper management.

The sector has a significant contribution to National GDP, employment, food security, household incomes and foreign income earnings. Approximately 100,000 people are directly involved in activities at the different levels of the fisheries value chain, however, the fishery supports over 2 million people both directly and indirectly.

However, like any other sector, fisheries are faced with a number of challenges which among others include;

1. Fishing pressure coupled with the use of destructive fishing methods,
2. drastic environmental changes have led to a decline in the lake's productivity,
3. Insecurity of the water bodies,
4. Limited investments,
5. Limited knowledge about the market, among others,

With that background, the Federation of Fisheries Organizations Uganda (FFOU) has developed an application dubbed as; Abavubi Fisher Mobile Application to provide a solution to some of the challenges highlighted above.

Our mission as FFOU;

**“To promote, through collective action with member affiliates and all value chain actors, the growth and ethical practices of Uganda’s Fisheries sector for the benefits of all Ugandans”.**

FFOU has registered a number success despite hard and tuff economic situations that we are facing and all we celebrate, is attributed to partners that among other include;

- GIZ that support Responsible Fisheries Business Chain Project (RFBCP),

- Uganda, Food and Agricultural Organizations (FAO Uganda).
- Directorate of Fisheries.
- Uganda Co-operative Alliance,
- Uganda Fisheries & Fish Conservation Associations.
- And FFOU members.

I want to thank you for honoring our invitation, we do appreciate that, it is not easy to move during this period. While we are here, we want you to be safe, therefore kindly adhere to the COVID -19 guidelines as per the Ministry of Health.

Your coming here is a great manifestation for the love you have for Federation of Fisheries Organizations Uganda.

Please fill free to make your contributions towards that marketing strategy of the Abavubi Fisher Mobile Application because the application is not made for FFOU but for you.

Lastly but not least I want to thank, the FFOU team that has worked industriously to make sure that, this workshop is organized and takes place today, I will also say to you to forgive us for whatever that, has not moved on well, FFOU is open, share your opinions and we can always make improvements.

Before I end my opening remarks, I want also to inform you that, today is the 8<sup>th</sup> Birth of the Federation of Fisheries Organizations Uganda (FFOU), the organization was born on the 9<sup>th</sup> November 2011.

**HAPPY BIRTH DAY FFOU AND I CONGRATULATE YOU ALL TO BE PART OF THE WONDERFUL DAY.**

I thank you all.

For God and My Country.

The workshop is officially open.

---

**EZRA KANYANA**

PRESIDENT- FFOU- TEL: 0774158174

## 9.5 QUESTIONNAIRE



# QUESTIONNAIRE



## To solicit member's input in the Marketing Strategy for Abavubi Fisher Mobile Application

Dear FFOU member,

FFOU management thought it prudent that before promotional strategies of Abavubi Mobile Application are developed and adopted, FFOU members have to make their contributions /opinions by filling the questionnaire. Kindly fill free to fill this questionnaire. Your opinions shall highly be valued.

### CONTACT INFORMATION

TITLE:	<input type="checkbox"/> Mrs <input type="checkbox"/> Ms <input type="checkbox"/> Dr <input type="checkbox"/> Prof. <input type="checkbox"/> Other, specify:		
FIRST NAME:		LAST NAME:	
ADDRESS:		TELEPHONE:	
TOWN:		POSITION	
VILLAGE:		EMAIL:	
SUB COUNTY		Profession:	
DISTRICT			
TYPE OF MEMBERSHIP			

### S.W.O.T ANALYSIS OF ABAVUBI FISHER MOBILE APPLICATION

#### STRENGTHS

- a. What is Abavubi app likely to be good at? \_\_\_\_\_
- b. How can you stay ahead of the competition?  
\_\_\_\_\_
- c. Unique selling proposition \_\_\_\_\_

#### WEAKNESSES

- a. What needs to be improved? \_\_\_\_\_  
\_\_\_\_\_
- b. What does your competitor do better than you \_\_\_\_\_
- c. \_\_\_\_\_
- d. What is likely to hold us back \_\_\_\_\_

#### OPPORTUNITIES

- a. What market trends can lead to improved conversions (goals)? \_\_\_\_\_

b. What can you use as an advantage to your business \_\_\_\_\_

**THREATS**

a. What could harm Abavubi Mobile Application? \_\_\_\_\_

b. Any unforeseen market factor/risks \_\_\_\_\_

**1. FINANCIAL PROJECTIONS FOR APP MARKETING**

a. Figure out an initial budget \_\_\_\_\_

b. Adjust the budget \_\_\_\_\_

c. What could you consider as the objectives of the Abavubi Application?  
\_\_\_\_\_

**2. UNDERSTAND YOUR TARGET MARKET**

a. Understand the industry  
\_\_\_\_\_

b. What is the market size? \_\_\_\_\_

**3. UNDERSTAND THE TARGET AUDIENCE**

a. Understand the demographic profile (age, gender, etc.,)  
\_\_\_\_\_

b. Psychographic profile (their interests, behavior, etc)

c. Needs & Wants \_\_\_\_\_

**4. TRACKING & ANALYSIS**

Figure out which app marketing techniques & strategies shall give you the highest results

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**5. KEY PERFORMANCE INDICATORS OF ABAVUBI APP MARKETING SUCCESS**

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