

## CUSTOMER PROFILE



<http://www.wetfishuae.com>

Began trading in the UAE in 2005

URS HACCP APPROVED

Winner of Lloyds TSB Small Business of the Year, 2006

## DEPLOYMENT COUNTRY

United Arab Emirates

## BENEFITS

- Bid more profitably to supply high volume purchases
- Identify monthly market share easily for every client via online reports
- Learn prospective new clients' purchasing needs before quoting
- Quote often to supply new products listed in the online self-service quote sheets
- Offer best available price to customers every day via live pricing feature
- Win more business on the day by changing prices in live time
- Be confident that the best price wins

*"Getting used to the system took time. We had to be flexible but now that we understand the system, we can make it work to our benefit."*

**Jacky Allan**  
Executive Director



## Wet Fish Make Technology Work for Them

### EXECUTIVE SUMMARY

Wet Fish Trading LLC supplies fresh fish to the UAE's luxury hotel and high-end retail markets. Since choosing to supply some customers via Marketboomer in 2005, Jacky and Mark Allan have learned to use Marketboomer's supplier features to increase their profitability and grow their business.

### When Wet Fish Met Marketboomer

Jacky Allan peers at her computer screen, waiting for the first orders of the day. If nothing arrives in the inbox by 10:30, she will slightly adjust her prices, hoping to win the next round.

Wet Fish has not always been a company that looked to computer technology to gain a competitive advantage. As fishmongers for seventeen years in the highly competitive London market and in the UAE since 2005, they grew their business organically, focusing on product quality, reliability and service. Their professional approach won them contracts with Michelin-starred chefs in the UK and helped them win their first significant contract in the Middle East as suppliers to the Nad Al Sheba Racing World Cup, the richest horse race in the world.

Jacky and Mark's introduction to Marketboomer's technology came via an important client. "We agreed to use Marketboomer because we wanted to please our customer. Until we became familiar with them, some Marketboomer features were challenging," says Jacky. "If our price was right, we'd win the next day's orders but if it was too high, we wouldn't so it was hard to know how much fish to import. We had to be flexible to adapt to the new system."

"Now that we understand it, we make the system work for us. There are a whole range of benefits we hadn't anticipated. Live pricing enables us to offer the best price we can on the day rather than building in a cushion. With non-Marketboomer clients, you aren't able to submit prices as frequently."

### How Wet Fish Use Marketboomer's Features

Jacky continues, "It also helps us make strategic decisions. We used to submit prices for items that weren't purchased in very high volumes. Now that we have Marketboomer's self-service quote sheets, we are able to bid more knowledgeably and more profitably. We have access to all the Marketboomer purchasers so our potential market is bigger too."

While they still rely on rigorous attention to product quality and team professionalism to satisfy their growing client base, technology has slowly become an important tool in their day-to-day operations. "With Marketboomer, you know that all suppliers are in the same boat. You're quoting to supply the same product and the supplier with the best price wins," concludes Jacky.