**ANALYSING THE MARKETING STRATEGIES THAT FISH FARMING BUSINESSES IN THE UNITED KINGDOM (UK) CAN UTILISE TO GAIN A COMPETITIVE ADVANTAGE**

**Primary Research Data**

















**Secondary Research Articles Summary:**

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| **Author (Year)** | **Research Objectives** | **Methodology** | **Findings** | **Conclusions** |
| Borgo et al. (2013) | To better measure growth and its sources for the UK economy to understand factors that create competitive advantage in UK industries. | Measuring the output as well as the various employment and capital level of 71 industries. | The main factors that industries across Europe leverage on to improve competitive advantage include research and development, branding, training, knowledge investment and copyright registrations.  | Industries should improve research and development as well as investments in knowledge to improve their competitiveness. Knowledge development is done through research and development. |
| Huggins & Williams (2011) | To investigate the role of policy progression in enhancing entrepreneurship and regional competitiveness**.**  | Analysis of data obtained from semi-structured and in-depth interviews as well as relevant policy documents | The main strategies to realise sustainable competitiveness include regional policy formulations that stimulates economic drivers such as access to capital, business support and innovations.  | Policies that aim at supporting start-ups should be enhanced to create regional competitiveness. The regional competitiveness of firms is concerned with ensuring that firms efficiently and effectively meet customer requirements and demands.  |
| Del Giudice et al. (2017) | To investigate the actions taken at micro-level s by owner-managers in improving sustainable competitiveness of small and medium enterprises. | Drawing insights from 5 representatives of SMEs from both the UK and Italy.  | Owner-managers play a key role in initiating activities in collaboration with employees to improve sustainable competitiveness.  | There is a close relationship between SME owner‐managers' approaches to sustainability and to HR management. SME owner managers should establish efficient human resource activities that enhance production efficiency.  |
| Ogunbiyi, Goulding & Oladapo (2014) | To investigate the impact of lean construction techniques on sustainable competitiveness in the UK | Survey of UK-based construction professionals. | Lean production activities lead to improved corporate image, improvements in environmental quality and compliance with customer expectations which all lead to competitive advantage. Lean production activities aim at minimum production and maximum outputs.  | By adopting lean production, UK industries can significantly enhance their competitiveness through factors that improve customer focus.  |
| Srivastava, *et al.,* (2017) | To establish an understanding of the influence of innovation on the firm-level competitiveness. | A survey of 75 agro-food-based manufacturing units. Data collection was done using a well-structured questionnaire that is based on 5-point Likert scale.  | Innovation competencies including new product introduction, innovations in human resource, new manufacturing processes and establishing quality testing procedures as well as procuring of materials at low cost are some of the strategies to enhance firm-level competitiveness.  | Investments in firm-level competitiveness enhancements are a key strategy that can be employed by firms in enhancing firm-level competitiveness to improve the sustainable competitiveness of the small and micro level enterprises.  |
| Maletič et al. (2014) | To establish the role of maintenance in improving the competitiveness and profitability of companies.  | A case study of a textile company in improving the business of a company. | The highest opportunity for improvement in the productivity efficiency, profitability as well as competitiveness of companies is presented by establishing efficient maintenance activities.  | Companies should establish maintenance activities to ensure efficient production that will reduce production expenses and maximise production to maximise profitability and firm competitiveness.  |
| Battaglia et al. (2014) | To investigate the influence of corporate social responsibility in enhancing the competitiveness of firms. | Survey on the impacts of CSR activities in improving the competitiveness of firms. The standard questionnaire was created according to the OECD survey | The findings indicated that CSR could lead to innovation, improved market performance and intangible performance of firms thus improving their competitiveness. Moreover, CSR also improves a positive image of the firm on the eye of the public.  | There exists a strong and positive correlation between the CSR-related activities and competitiveness. In terms of innovation as well as intangible performance.  |
| Mohamad &Zin (2019) | To determine how knowledge management contributes to the competitiveness of small construction firms by analysing innovation as a mediator to competitiveness.  | Self-administered questionnaires applied in collecting data from small construction firms in Malaysia. A total of 190 construction firms were surveyed with 153 respondents returning their completed questionnaires.  | Knowledge management directly and significantly influences firms’ competitiveness positively. Technical and administrative innovations also play a significant impact in mediating the knowledge management practises.  | By leveraging on technical and administrative innovations, firms can enhance knowledge management to realise sustainable firm competitiveness. The knowledge management should involve all stakeholders in order to achieve benefits to all the parties concerned.  |
| Onsøyen & Teslo (2011) | To investigate the importance of brand positioning practises in improving the performance of the Norwegian fishing and aqua culture industry.  | Mixed research approach. Primary quantitative data was collected by survey of 100 companies. The questionnaire applied in data collection internet based and self-administered.  | Brand positioning determines the competitiveness of the Norwegian fish industry by influencing customer perception of brands and brand image. Positioning can be achieved by product differentiation from those of competitors to boost product sales hence firm competitiveness.  | Firms should leverage on brand positioning to male their brands visible and attractive to the consumers.  |
| Shibeika & Harty (2015) | To determine the diffusion of digital innovation in improving the competitiveness of firms.  | Four fieldwork phases involving interaction with firms to understand their technology status quo, innovative activities and strategic initiatives for the diffusion of technologies.  | The main technological innovations that positively influence firm competitiveness include technologies for infrastructure delivery, innovative communication channels and inter-organizational professional work.  | Firms aiming at achieving competitiveness should invest in factors that enhance technology management to realize innovativeness that enhances minimum production expenses and improves production efficiency. Innovation management should be led by the management through activities such as restructuring and balancing supply with demand.  |