

7.–8. nóvember í Hörpu

# Stjórnun fiskveiða

– svo miklu meira en kvóti

## From B2C TO B2B TO B2P

Pedro Mestanza, managing director of Ahumados Dominguez



HAMPIÐJAN



HÁSKÓLINN Í REYKJAVÍK  
REYKJAVÍK UNIVERSITY

ICELANDAIR  
CARGO

ISI ICELAND  
SEAFOOD



marel

Pipar TBWA



SJÁVARÚTVEGS  
RÁÐSTEFNAN  
2024

FROM B2C & B2B  
TO  
B2P  
Conference

Iceland, 8 november 2024

Who am I

Pedro Mestanza,

Managing Director of AHUMADOS DOMINGUEZ, a 65-year-old Spanish company, a pioneer in smoked fish and a leader in the premium sector.

My goal of today ...

To demonstrate how new technologies, new sales channels and the emergence of the direct-to-consumer (B2P) model are **transforming traditional B2B and B2C marketing.**

At the end of this  
conference...

I want attendees to understand **the urgent need to adapt to these changes** in order to remain competitive and avoid being overtaken by the competition.

I hope that marketing directors will feel inspired and equipped with practical strategies to integrate these innovations into their own organizations.

# Differences in the 5 P's of Mkt

	<b>B2B</b>	<b>B2C</b>
<b>Product</b>	Customizable food ingredients, bulk raw materials, and specialized food products for restaurants and food manufacturers.	Packaged food products, ready-to-eat meals, and branded consumer goods.
<b>Price</b>	Negotiable pricing based on volume, long-term supply agreements, and contracts.	Fixed pricing with occasional discounts, promotions, and loyalty programs.
<b>Place</b>	Direct sales to food manufacturers, wholesalers, and distributors.	Supermarkets, grocery stores, online grocery platforms, and direct-to-consumer delivery services.
<b>Promotion</b>	Focus on trade shows, industry publications, and relationship-based marketing.	Mass advertising, social media campaigns, influencer marketing, and in-store promotions.
<b>People</b>	Sales teams, account managers, and technical support focused on maintaining long-term business relationships.	Customer service representatives, retail staff, and brand ambassadors focused on individual consumer interactions.

# Differences in the 5 P's of Mkt

## **Place/Sales Channel**

Direct sales to food manufacturers, wholesalers, and distributors.

Supermarkets, grocery stores, online grocery platforms, and direct-to-consumer delivery services.



**How many of you think that our children and grandchildren will continue to go shopping, pulling the cart, waiting in line, loading the bags consuming fuel, and wasting the most precious commodity of all, time.**



Let me show you some data  
about the most recently concept:  
**B2P**



PLAYERS IN THE  
**TRADITIONAL**  
PURCHASING PROCESS  
B2C & ECOMMERCE

MANUFACTURER

Walmart **RETAILER** amazon

CONSUMER

PLAYERS IN  
**B2P**  
PURCHASING PROCESS

MANUFACTURER

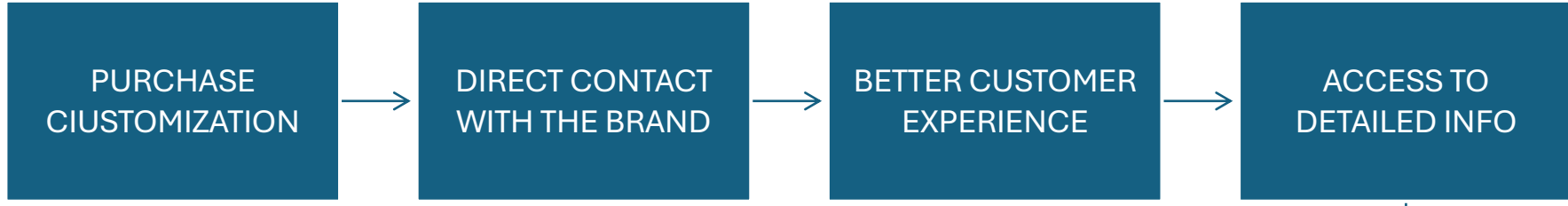
CONSUMER

# B2P Model benefits

How B2P is changing e-commerce

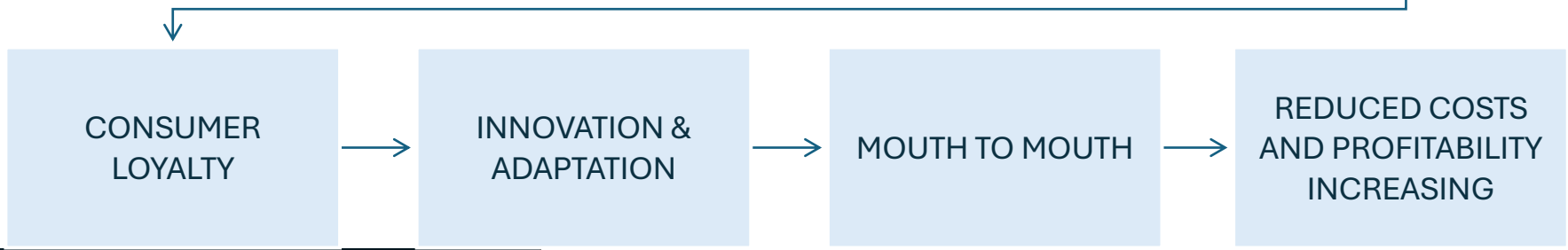
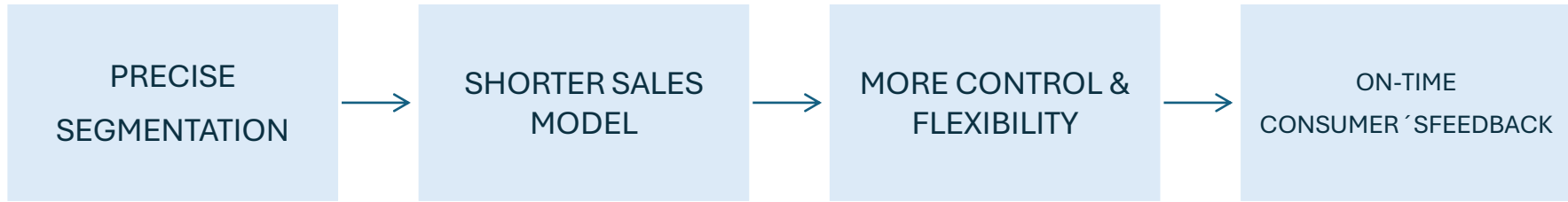
# B2P ADVANTAGES

From  
CONSUMERS'  
PERSPECTIVE



# B2P ADVANTAGES

From  
PRODUCERS'  
PERSPECTIVE



# B2P Requirements

- **Increased logistics responsibility:** Supply chain management, warehousing, inventory, shipping, and returns.

- **Intense competition:** Substantial investment in marketing and differentiation.

- **High initial investment:** Infrastructure, technology, and marketing.

- **CREATE DIGITAL BRAND-ADSA 12 YEARS DIGITAL PREPARATION**

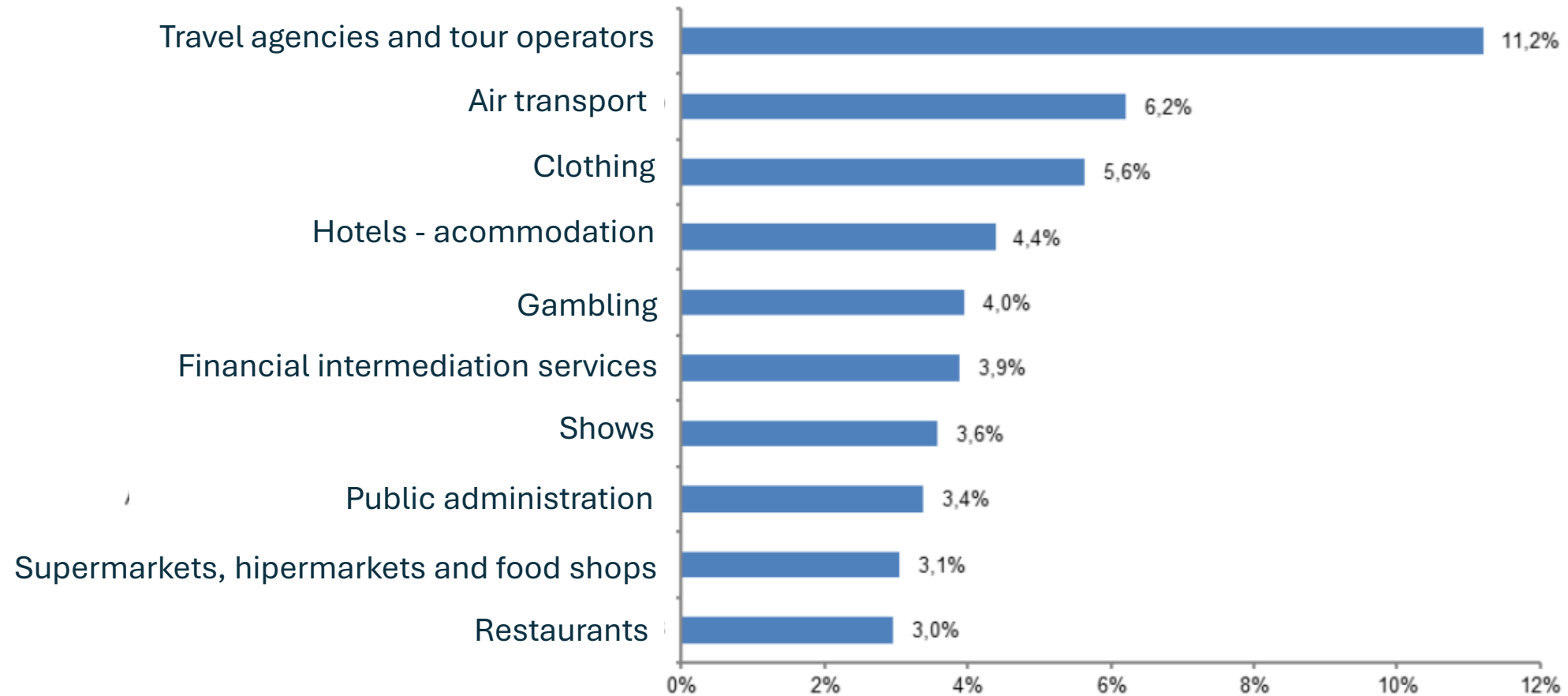
- **Digital marketing knowledge:** Creating effective campaigns.

**Customer experience management:** Interactions, expectations, service, complaints, and returns.

# B2P Sales Evolution

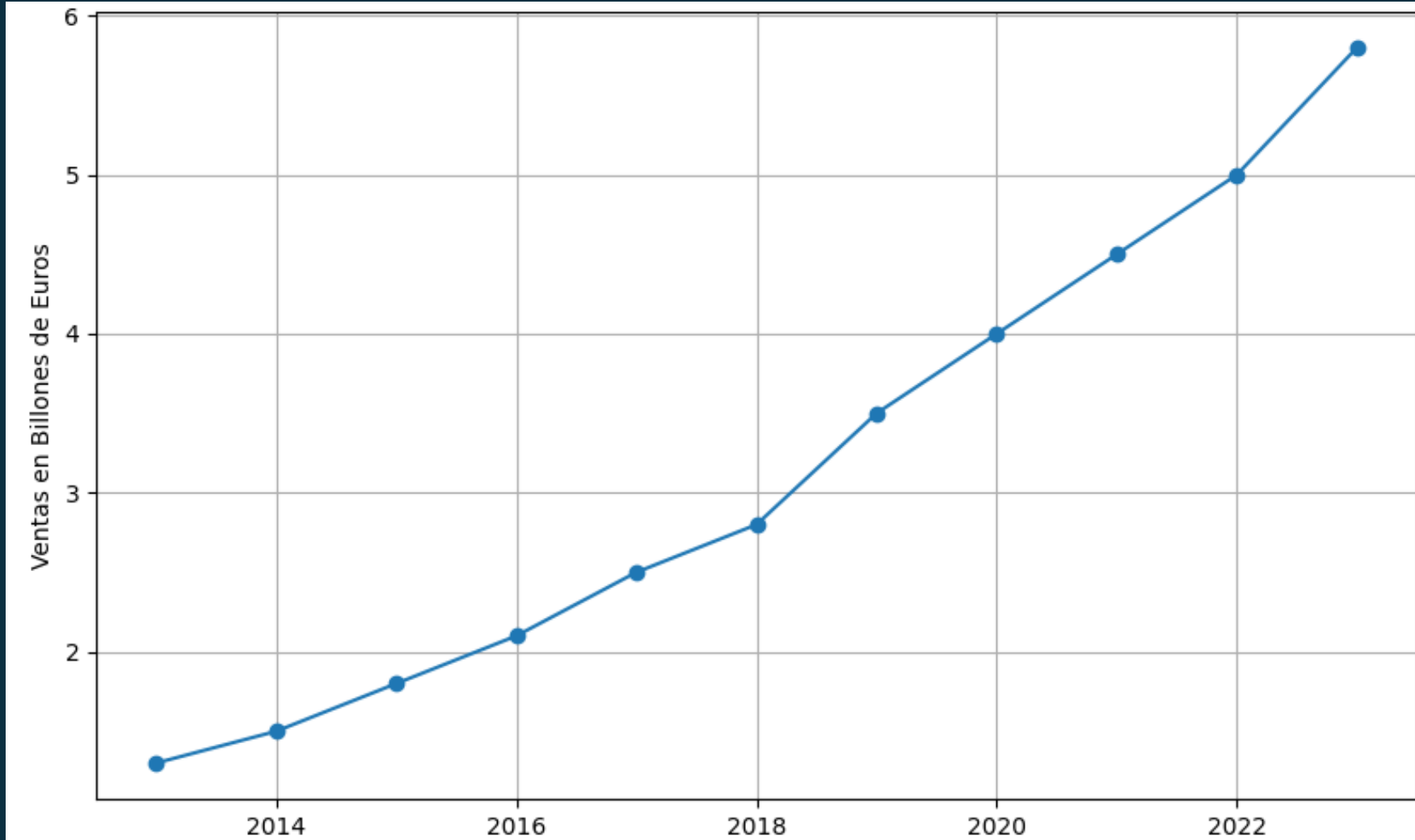
How B2P is changing e-commerce

## Industries with the highest volume of e-commerce transactions (2023)



Fuente: CNMC.

# E-Commerce sales Evolution (2013-2023)

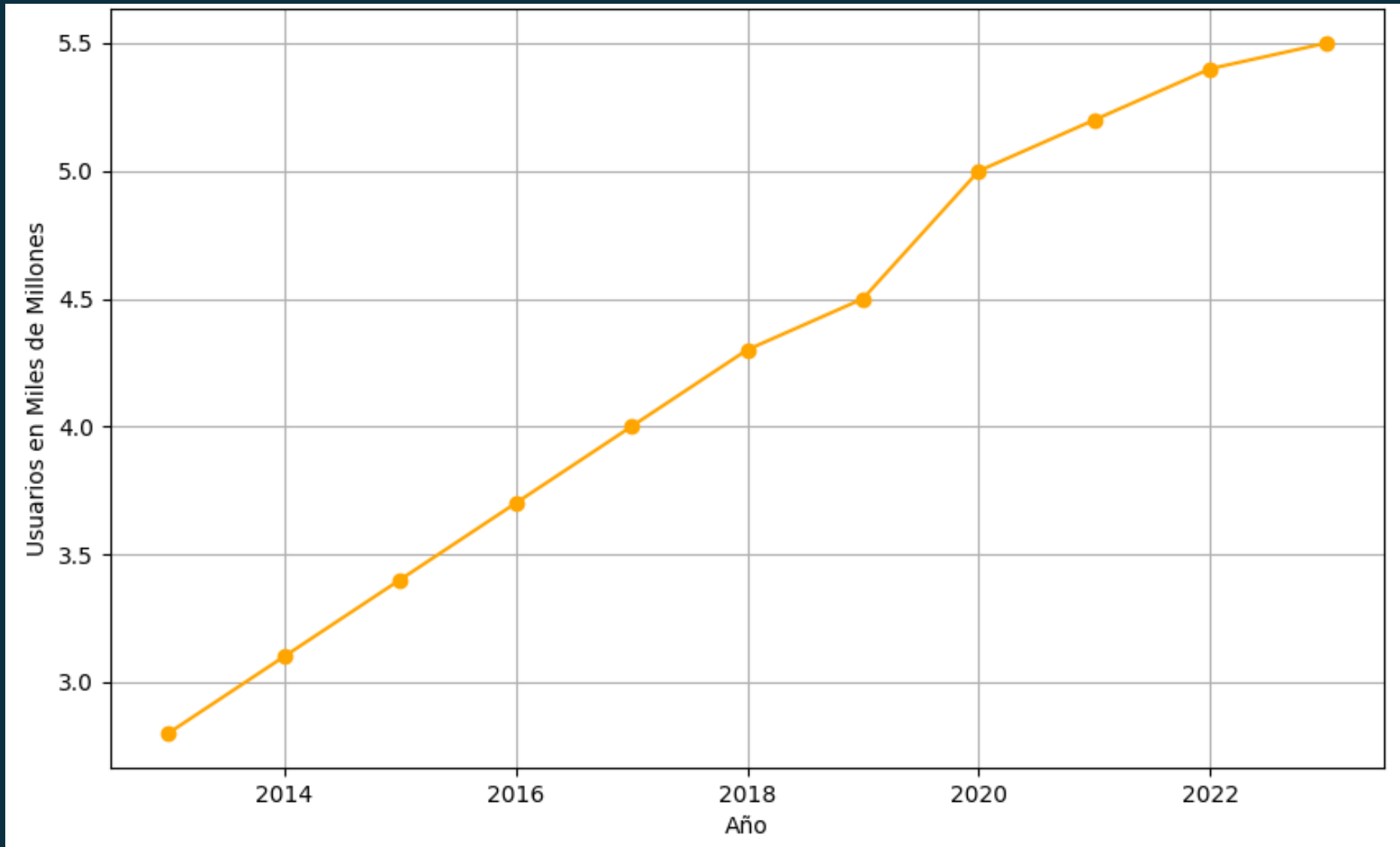


Reference:

Stackscale & Stadista



# Evolution of the number of online users (2013-2023)





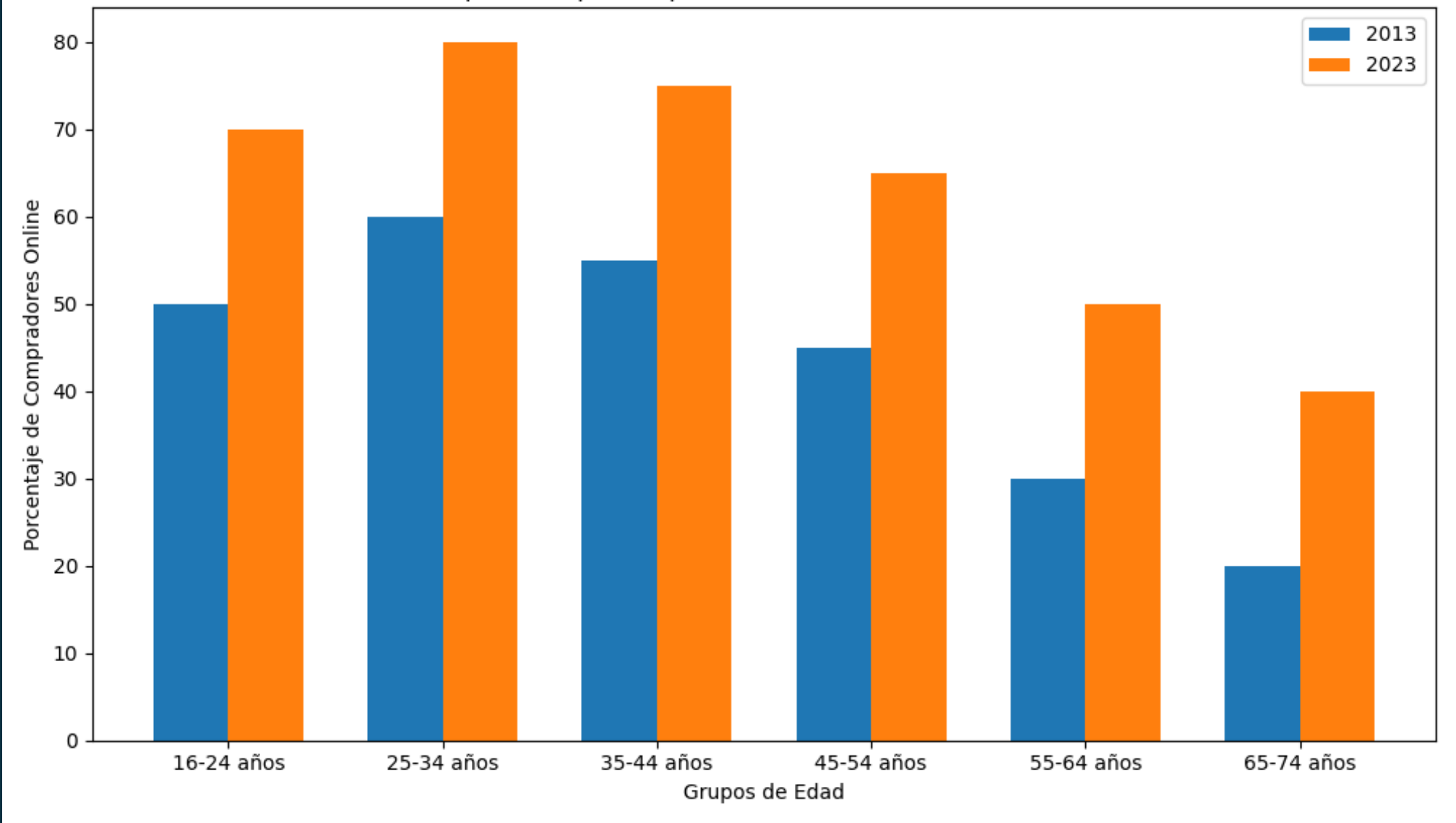
**In 10 years, e-commerce has grown from 0.7% to 7.4% of total sales in Spain.**

**It is expected to grow by 30% per year through social networks.**

**Even in sectors such as fashion, Internet sales have for the first time surpassed traditional brick-and-mortar stores in terms of purchase intent.**

... and what about the future?

# UE age groups comparison (2013 vs 2023)



... and what does all this mean?

# SUPERMARKET









# HOW IT AFFECTS THE MIGRATION OF CONSUMERS FROM ONE CHANNEL TO ANOTHER

DECREASE IN SALES OF RETAIL CHANNEL

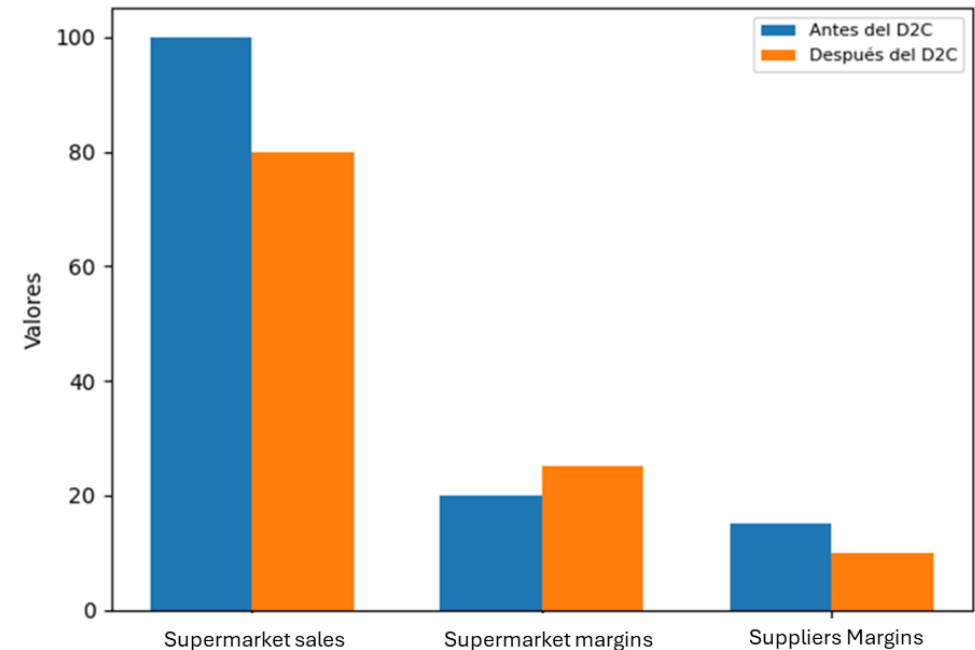


REDUCTION IN TOTAL PROFIT MARGINS



Increasing Sales Prices  
Pushing Own Brands  
Concentrating Purchases  
Reducing Producer's Margins  
Reinventing POS

## B2P IMPACT MARGINS EFFECTS IN SUPERMARKETS & SUPPLIERS





**And now...** How many of you think that our children and grandchildren will continue to go shopping, pulling the cart, etc.

**MIX is the Key**

Thank you all