

Economic management and marketing of marine aquaculture in enclosed environments

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Abstract

The aquaculture industry has the ability to offer a wide range of products to satisfy the needs and demands of its customers. Today, abundant restrictions on water exploitation, increased per capita fish consumption, reduced sea culling, economic and species diversity have led the aquaculture community to focus on breeding cages and enclosed environments. The basis of a successful marketing is based on the production and supply of a product that, while meeting the needs and demands of the target market, has a more efficient supply situation for customers than competitors. Fish producers in enclosed areas and cages, like other suppliers, determine the price of fish and aquaculture products based on domestic costs and market position, and are competing according to the variables of product, distribution, promotion and other business variables in the domestic and world market. . Breeders can ensure the health and safety of the food in the target by choosing the appropriate fish species, the type of structure of the raw materials, the dimensions of the enclosed areas, the innovation and effective management changes, by controlling the environment and nutrition, while managing their production economics.

Keywords: Aquaculture, Enclosed environments, Cages, Marketing, Economic management