Improved sales and new opportunities are being reported by Furlong Brothers Limited, thanks to a company website and some sales trips by a marketing co-ordinator, supported by the Fisheries Diversification Program (FDP).

**Background**

Incorporated in 1988, Furlong Brothers Limited has now become an important employer in their area, with a summer peak of 100 workers producing seafood.

In recent years, Furlong Brothers Limited acquired additional fish processing licences enabling the company to process and export a wider variety of seafood.

Some of this seafood is preserved by salting or drying; however, because the majority is shipped fresh frozen, the company felt it necessary to increase its freezing capacity.

Further to this expansion, Furlong Brothers proposed an innovative method of developing
Methodology
While the Company purchased all necessary computer equipment for this project, FDP supported the design of the website. This was carried out by DelWeb Advertising Ltd. of Mount Pearl, which was contracted by Furlong Brothers Limited.

A company representative travelled to Ontario, Manitoba, Alberta and Boston and made direct contact with some of the largest seafood companies in the world.

Furlong Brothers Limited also made contact with the smaller 'speciality' companies on the mainland who serve former Newfoundland and Labrador residents now living there.

Results
The marketing mission was considered a success as it made several fish buyers aware of the products Furlong Brothers can offer.

Interest in the website was modest for the first six months. However, since February, 2002, there were over 1,000 visits per month.

Company principals Ann Marie, Michael and Samuel Furlong say about 70 % of all their business is now related to computer technology and the internet.

These new sales helped pay for some expansion work at the plant and opened the door to new product ideas.

Conclusion
There is a greater awareness of the world market at Furlong Brothers as a result of the company website. They have identified Asian markets, for example, for species like eels, as well as more ‘traditional’ seafood.

Also, when orders have been filled, the company can check on payments and perform general banking over the worldwide web.

Furlong Brothers is now considering another ‘e-commerce’ step to allow credit card use at their site.

Once, finding new markets was a major concern of the company. Now, thanks mostly to their website, the main concern is adequate transportation to get their products to consumers worldwide.

The website address is as follows: www.furlongbrothers.com