

Abstract

The International competitiveness study for Yellowfin tuna (*Thunnus albacares*) in Dominica is introduced with an overview of the economic situation in Dominica. In this background study, the decline in the production of banana and the economic instability that ensued are highlighted. Fisheries, as one of the least exploited available resources may yield tremendous benefits to the rural and commercial well-being of the country. As a result, international competitiveness in the commercial exploitation of Dominican stock of the high-value Yellowfin tuna may contribute significantly to economic development.

Utilizing Michael Porter's Diamond Model, Dominica's international competitiveness in supply of yellowfin tuna was evaluated. The model comprises four indigenous factors (factor conditions; firm strategy, structure and rivalry; demand conditions; and related and supporting industries) and two exogenous factors (government and chance). The indigenous factors were weighted in order of importance as contributing to international competitiveness. Similarly, factor components for the indigenous factors were identified and weighted according to their significance to the specified factor. In the analysis, greater the weight, the greater the perceived importance or significance of the factor, or factor component, to competitiveness.

A comparative study between Dominica and Hawaii facilitated identifying strengths, weaknesses, opportunities and threats existing for Dominica in the potential competitive environment. Recommendations were made for capitalizing on the strengths and opportunities, and for guarding against threats and weaknesses. In conclusion, the comparative study suggests that with improvements in supportive distribution channels and market representation, and

maintaining superior quality, Dominica may be in a competitively competent position to enter the Miami market.