



Success stories

**Finding a Way**

'Absolute Kings'



**Generational Business**

The Prawn Store is a family-owned Seafood business based in Port Lincoln, South Australia, selling premium Spencer Gulf King Prawns direct to customers.

The Tapley family has been fishing Spencer Gulf and surrounding waters for three generations.

**Diversification**

Spanning over 35 years, the family became one of South Australia's largest exporters of live Rock Lobster.

The family then diversified into processing Sardines and Australian Salmon from their Port Lincoln factory and most recently secured a licence to fish for Spencer Gulf King Prawns.

**Diversified selling**

The firm acquired a prawn boat and licence just prior to the COVID-19

outbreak. Soon after obtaining the vessel and licence, the business was confronted with the closing of prawn markets and the local prawn processing facility.

The company knew that the demand for Spencer Gulf King Prawns was still there.

Innovative thinking, and more capital investment, saw the business diversify and shortcut product delivery by selling and delivering directly to regional and metropolitan customers. The prawns are now sold weekly at over ten pop-up stores across South Australia.

**Branding**

The prawns are branded 'Absolute Kings' and are fished from the Spencer Gulf, processed and frozen on the vessel to capture the saltwater goodness.

Following the launch and the success of the product and the pop-up stores, the fleet now has a food van supplying cooked-to-order prawn dishes to private and public events across the area.

**Clarity and Systems**

The Prawn have participated in the Australian Government's Entrepreneurs' Programme, delivered in South Australia by Business SA.

Joining the Entrepreneurs' Programme and working with Business SA's Growth Facilitator Brian Leckie allowed the company to have external assistance in analysing business systems and clarifying the company direction.

**Future**

The firm realises that change will always happen, but the owners are determined to change by design and not by default.