

# FDI NEWSLETTER

COMMERCIALIZING AQUACULTURE

## ***"KUDOS, FDI LAUNCH NEW PRODUCT"***

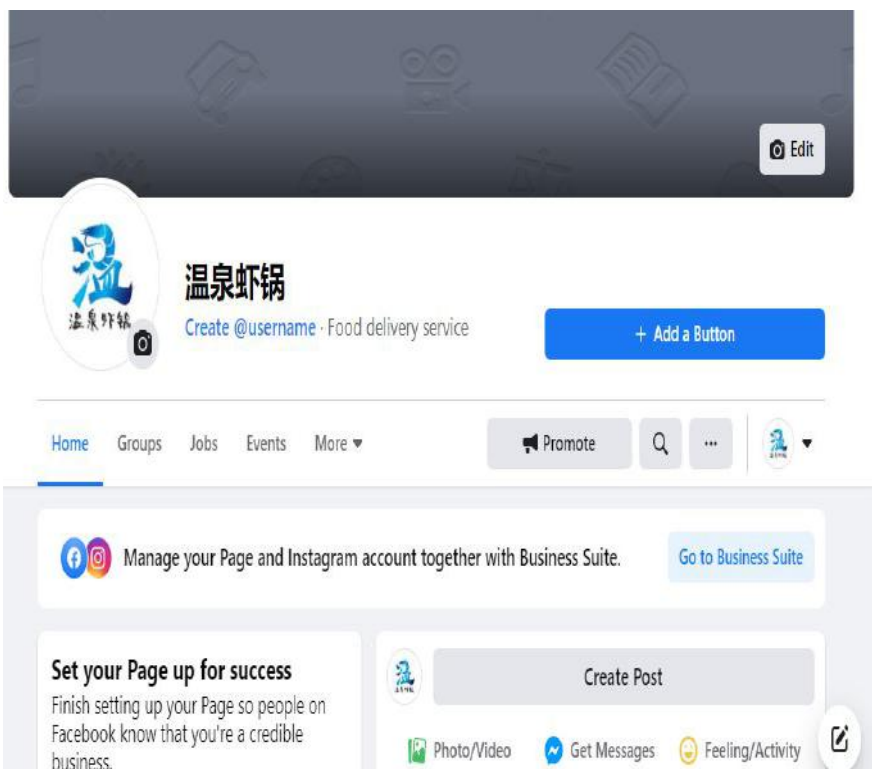
After months of market survey and product testing, FDI Marketing team has finally honed in on a product that will not only expand our business beyond just farming, it will also provide consistent demand for our Tiger Prawns.

**Good job to our Marketing team!!!**



***"A word from our Chief Marketing Officer" - SAM THOR***

**A successful marketing strategy is you have to know who your target audience is and the demand of your audience.**





## **UPCOMING MOVE BY FDI...**

**We are proud to announce that our company and farming method is recognized yet, this time by the Perlis State Government who invited us to view and develop a 30-acre land in Sanglang. We are in the midst of vetting the land through our strict site selection criteria, stay tuned for more updates !**



  
**GOODNEWS**



## ***"RECOVERING OF TIGER PRAWN PRICE"***

From March 2020 to October 2020, the global shrimp market has been on the decline, largely due to the economy effect of the Covid pandemic, from October onwards we are seeing a steady increase in demand and pricing; however, the management at FDI see a threat in our business because we are highly reliable on external market forces such as export capability and local market consumption.

To counter this threat , we're come out with our own marketing strategy which will ensure the continuation of demand.





## ***NEW PRODUCT OFFICIAL LAUNCH !***

We will be launching our new product line, dubbed the "Hot Spring Tiger Prawn", the take-away steamboat will feature our very own, very fresh Tiger Prawns.

Stay tune for more exciting updates from our FDI Marketing team.

