



OCTOBER 5, 2022  
ISSUES 26

# **BIG NEWS**

**3RD FROZEN  
FOOD RETAIL  
OUTLET IS  
NOW OPEN !!**



**OUR 3RD FROZEN  
FOOD RETAIL OUTLET  
IS NOW OPEN AND  
WILL FEATURE OUR  
VERY OWN FDI  
CHILLED TIGER  
PRAWNS!**





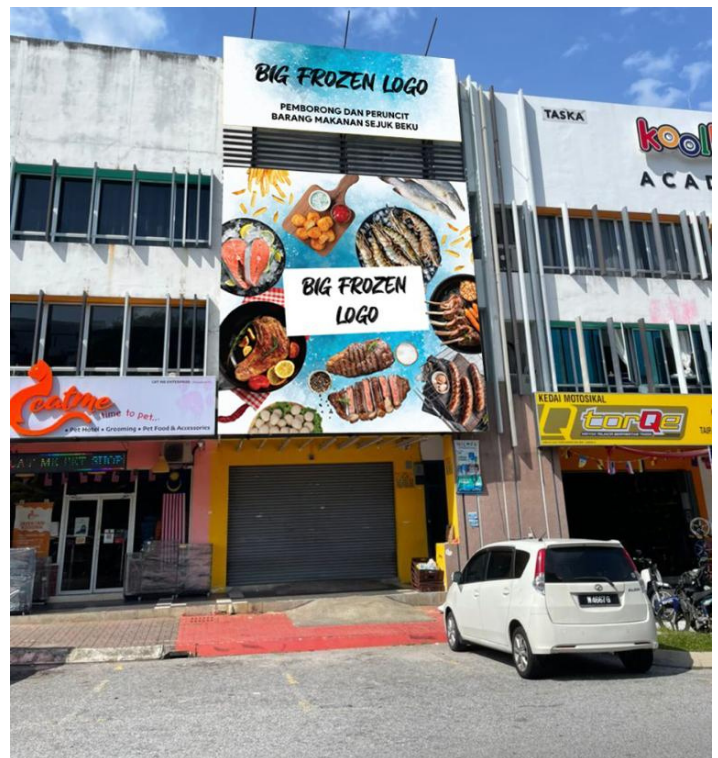
OUR 3RD RETAIL OUTLET,  
**BIG FROZEN**  
IS NOW OFFICIALLY OPEN !!

**BIG FROZEN** feature a variety of **Frozen and Dry Food products**, we've also added in our very own **FDI chilled Tiger Prawns**, deliver *fresh from farm* !

So, if you are in F&B or thinking of a food party, do check us out at **51-G, Jalan Setia Gemilang BG U13/BG, 40170, Setia Alam, Selangor, Malaysia.**



**GOOD NEWS**



# CHILLED TIGER PRAWN

The latest product addition to our retail outlet is **FDI chilled Tiger Prawn**, we believe this will have a significant impact on expanding our customer base as more F&B outlets are turning from sea prawns to cultured Tiger Prawns due to our consistent supply.



Our Tiger Prawns are delivered from farm daily to ensure maximum freshness.

**GOODNEWS**

After several months of hard work, from identifying and leasing at the right location, to renovating and product placement, our retail outlet is finally opened.

With the opening of this outlet, our team has gained a lot of experience and we are planning to open our next outlet as early as **January 2023**.

Our target to open **15 outlets** in the **next 3 years**, this will increase our revenue by **RM150mil** with roughly **RM13mil** in profit.

Good Job Team !



**"A WORD FROM OUR  
CHIEF MARKETING  
OFFICER" - SAM THOR**



## USD TO MYR CURRENCY BROKEN !!

With the rise of the US dollar, the cost of imported products has gone up significantly.

Our main products (Beef and Mutton) are mostly imported from New Zealand, India, Brazil etc, the devaluation of Ringgit Malaysia will impact our profit margin.

So, we started to focus more on **Full Packaged Product (FPP)** such as FIGO, AYAMAS and MUSHROOM products which will give us a higher profit margin.





# ORIGINAL EQUIPMENT MANUFACTURER (OEM)



FDI is preparing to launch our own product through **OEM**, the range of products are mainly hot selling frozen food products.

Stay tune for more updates in the coming months.



**STAY TUNED**