

# BIG NEWS OF THE MONTH

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NOVEMBER 5, 2022

ISSUES 27

# FDI NEWSLETTER

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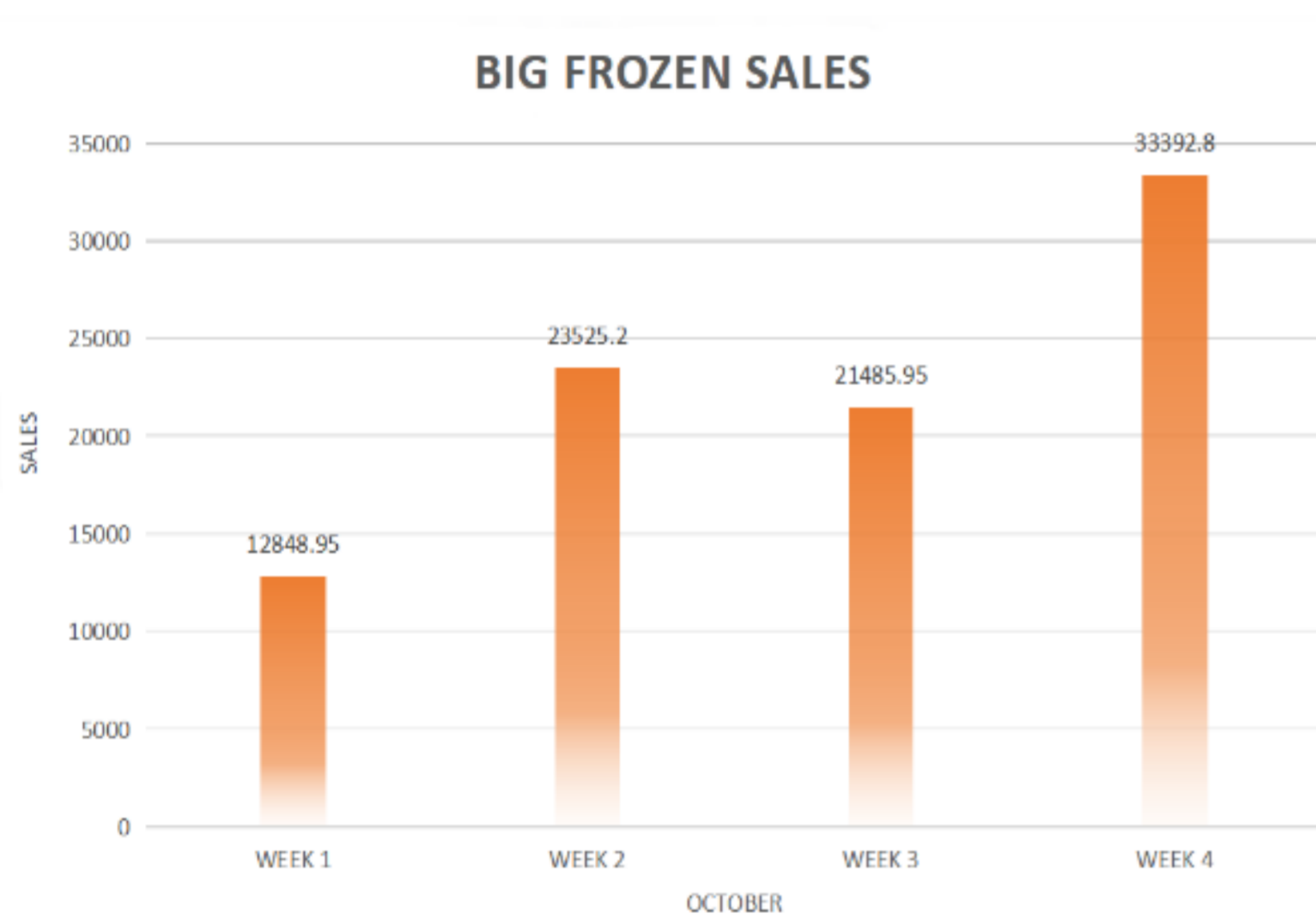
**BIG FROZEN  
DAILY SALES  
ARE  
INCREASING !!!**

**COMING SOON**

**FDI SHRIMP  
HATCHERY**

# BIG FROZEN DAILY SALES ARE INCREASING!!!

Our sales have been increasing steadily since our soft launch on the **1st of October 2022**, from **RM658** on the first day to a respectable **RM10,000** on the **31st of October** ! Our Sales and Marketing team have been performing beyond expectations.



**1/10 - RM658 (soft launch)**

**6/10 - RM2840 (first flyer deliver)**

**11/10 - RM4054**

**13/10 - RM4675 (first launch  
WhatsApp order)**

**14/10 - RM3622**

**15/10 - RM7000**

**(first launch nearby delivery order)**

**31/10 - RM10,000**

**and more to come!!**

**\*\*Our target is to hit RM40,000 in daily revenue and  
RM1,000,000 monthly profit in 4 months time.\*\***

Cheers !

Thanks to:

Sam for an all-out effort to make BIG Frozen possible !

Michael for sending the first batch of Tiger Prawns !

Alan for finalizing the SSA !

Kenneth for arranging workers !

and Special Thanks to SSO for the support and guidance !



## **"A WORD FROM OUR CHIEF OPERATION OFFICER" - KENNETH CHEW**



With all our farms combined, we can consistently produce approximately 500MT of Tiger Prawns per year. With our steady production, we require a reliable source of shrimp fry, therefore FDI is embarking on a joint-venture with a reputable hatchery to bring in our own breed of Tiger Prawns to secure our sources upstream.

With our current 65 ponds in full production mode, we require approximately 24 million shrimp fry per year, this joint-venture will not only give us the assurance of quality supply, it will provide FDI with cost savings.

# HARD TO GET STABLE SHRIMP FRY

Assurance of supply on shrimp fry has always been an issue for farms. Farmers not only get delays on stocking due to insufficient shrimp fry, but more often receive low quality or diseased fry from the hatchery.

We are aware that the consequences of delays or bad quality fry are detrimental to the business, therefore FDI is embarking on a joint-venture hatchery.



## OWN SHRIMP FRY BREEDING

If all goes well with the joint-venture, we will have our own hatchery by January !

This will significantly improve our farming operations in the areas of land utilization and overall survival.

Stay tuned for more updates from our FDI Group in the coming months.

