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FDI NEWSLETTER



Prepared by

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FDI OBTAINS LKIM LICENSE FOR GLOBAL PRAWN EXPORTS

The **LKIM** license, issued by the **Malaysian Fisheries Development Authority (Lembaga Kemajuan Ikan Malaysia)**, is an essential license for exporting prawns from Malaysia to international markets. This license ensures that the prawns meet specific standards and regulations, facilitating smooth and legal export processes.

FDI has recently obtained authorization to export our prawns to global markets. This expansion opens up significant opportunities for the company, allowing it to tap into the demand for high-quality prawns in these regions. With an annual production capacity of **1,200,000 kilograms of tiger prawns**, we are well-positioned to meet the needs of these markets while maintaining a consistent supply of premium seafood.

In terms of sales distribution, **FDI's export** segment constitutes **10% of its total sales volume**. This indicates the company's commitment to expanding its global footprint and diversifying its revenue streams. Meanwhile, **local sales** remain a cornerstone of our business, representing **90% of our sales**. This strong presence in the local market underscores our established reputation and customer base, providing a stable foundation for our operations as we venture into international markets.



Good news

NEW FINANCE & ACCOUNTING MANAGER - MR LIM

Mr. Lim serves as the **Finance & Accounting Manager** in our company. Mr. Lim's background in prominent corporations brings a deep understanding of finance and HR functions, honed through hands-on experience. His expertise includes financial analysis, strategic planning, and effective HR management strategies. With this wealth of knowledge, Mr. Lim is well-equipped to optimize our company's financial operations, streamline processes, and foster a positive work environment. His contributions are poised to drive our company's growth and success in the competitive business landscape.

Currently, Mr. Lim's primary responsibilities revolve around **internal controls, particularly in recruitment processes, alongside managing accounting tasks and overseeing the company's budgeting efforts**. His role entails ensuring the integrity and efficiency of our internal procedures, facilitating sound financial management practices, and aligning budget allocations with strategic objectives. Mr. Lim's expertise in these areas is instrumental in maintaining operational excellence and driving sustainable growth for our company.

The company is immensely grateful for Mr. Lim's decision to join us and lend his expertise. His choice to collaborate with us is deeply appreciated, and we look forward to the positive impact his contributions will have in guiding our company toward continued success.

RECRUIT



ACCOUNTING



BUDGETING



A WORD FROM SALES DIRECTOR - OOI FOO KIM



Our expanding customer base across three key regions - **Singapore, Korea, and China** - reflects our strategic approach to market diversification. In **Singapore**, where we've secured two customers, the successful shipment of orders in **May 2024** marked a significant milestone in our supply chain operations. This achievement underscores our commitment to reliability and quality, strengthening our reputation for delivering top-notch Malaysian tiger prawns. With two secured customers in **Singapore contributing 40%** of our export sales, we are well-positioned to meet market demands and anticipate continued growth as we enhance our brand presence.

Similarly, our presence in **Korea**, with an upcoming shipment scheduled for **June 2024**, demonstrates our strategic positioning to capitalize on the region's strong preference for our products. Timely delivery and consistent quality are paramount in maintaining customer satisfaction and loyalty in this competitive market. Korea contributes another **40%** of our export sales. As we solidify our foothold and establish ourselves as a trusted supplier, we lay the foundation for expanded market reach and potential partnerships in the future.

China, although currently representing **20%** of our export sales, holds immense potential for growth. The scheduled shipment in December 2024 presents a crucial opportunity to further establish our brand presence in this vast and dynamic market. By meeting and exceeding the expectations of our Chinese customers, we aim to solidify our position as a leading supplier of Malaysian tiger prawns and unlock new avenues for expansion in the region. With strategic planning and a commitment to excellence, we are poised to capitalize on the opportunities that lie ahead and drive sustainable growth across all three regions.

In our export sales, **30%** is from the Korean market, **30%** from the Singapore market, and **10%** from the Chinese market. Meanwhile, local sales play a significant role, contributing **90%** of our annual sales. These local markets are vital for sustaining our business operations and serving the immediate needs of our communities. This balanced strategy ensures stability while driving global growth.



EXPORT LICENSE HOLDUP AND ITS EFFECT ON DELIVERIES TO KOREA



The delay in securing the export license for Korea has indeed become a significant hurdle, directly resulting in slower delivery times for our Korea's orders. This not only affects our ability to fulfill commitments to our Korean customers but also impedes our overall export growth. Given our heavy focus on export sales, any disruption in our export operations directly impacts our revenue streams and market expansion efforts. Each delayed shipment chips away at our reputation for reliability, potentially leading to dissatisfaction among customers and jeopardizing future business prospects in the Korea's market.

Simultaneously, the rejection of our certificate of origin application due to issues with our premise license exacerbates the challenges we face in our export operations. Without the requisite certification, our compliance with regulatory requirements is compromised, hindering our ability to export our products. This rejection not only disrupts current export activities but also casts doubts on our compliance practices, possibly eroding trust with regulatory authorities and customers alike.

To overcome this challenge, it's imperative that we streamline the export license acquisition process for Korea and mitigate any potential delays. By expediting this process, we can ensure timely deliveries to our customers, reignite momentum in our export growth, and uphold our competitiveness in the market. Through diligent efforts to address these challenges head-on, we can reaffirm our commitment to excellence and sustain our foothold in the Korea's market.

PENETRATE TO SINGAPORE MARKET

 **LEMBAGA KEMAJUAN IKAN MALAYSIA NEGERI PAHANG**
(FISHERIES DEVELOPMENT AUTHORITY OF MALAYSIA)
Taman Pemprosesan Ikan Kuantan,
Jalan Seri Kemuning 2, Tanah Putih
25100 Kuantan, Pahang Darul Makmur.

Tel : 09-5124 326
Faks : 06-5124 325
Laman Web : <http://ikm.gov.my>

 LKIM

Ruj. Kami:
Tarikh: 05/04/2024

FDIGS MAKMUR SDN BHD
LADANG TERNAKAN AKUAKULTUR,
PULAU PERMATANG PAUH
KM3.5, JALAN KG TANAH PUTIH
26600 PEKAN,
PAHANG
(TAN ENG CHONG)

Tuan / Puan,

KELULUSAN LESEN UNTUK URUSNIAGA IKAN LEMBAGA KEMAJUAN IKAN MALAYSIA

Permohonan tuan/puan untuk mendapatkan lesen adalah dirujuk.

2. Sukacila dimaklumkan bahawa permohonan tuan/puan adalah **DILULUSKAN**. Bersama-sama ini disertakan Lesen bernombor **1111111111**.

Butiran kelulusan adalah seperti berikut :-

3.1 Jenis Lesen :
- **EKSPORT,PROSES**

3.2 Kategori Ikan :
- **BASAH,SEJUK BEKU,PROSES**

3.3 Pintu Masuk / Keluar :
- **MANA-MANA PINTU MASUK YANG DIWARTAKAN**

3.4 Pasar Borong :
- **TIDAK BERKENAAN**

Sekian, Terima Kasih.

"BERKHIDMAT UNTUK NEGARA"

Saya Yang Menjalankan Amanah,


(HAMDAN BIN MAMAT)
KETUA PENGARAH
LEMBAGA KEMAJUAN IKAN MALAYSIA)

Our strategy to address the challenges posed by the delay in securing the export license for Korea involves two main steps. Firstly, we are actively pursuing a temporary export license specifically tailored for our Korean shipments. By expediting this process, we anticipate obtaining the temporary license by mid-July. This temporary license will allow us to proceed with fulfilling our Korean orders without delay, ensuring that all pending orders are completed by the end of July. This proactive approach not only demonstrates our commitment to meeting our obligations to our Korean customers but also helps maintain their satisfaction and trust in our reliability.

Simultaneously, we are leveraging our existing export license for Singapore to explore new market opportunities and sustain our export growth. Recognizing the potential for expansion in the Singaporean market, we have decided to dispatch a team to Singapore from May 28th to May 29th, 2024. This dedicated team will focus on penetrating the Singaporean market, building relationships with potential customers, and identifying avenues for increased sales and market share. By capitalizing on our existing infrastructure and documentation in Singapore, we aim to expedite our market entry process and mitigate the impact of the delays in Korea on our overall export growth.

Through these proactive measures, we aim to overcome the challenges posed by the delay in obtaining the export license for Korea and ensure the continuity of our export operations. By securing the temporary export license for Korea and exploring new opportunities in the Singaporean market, we demonstrate our resilience and adaptability in navigating obstacles and sustaining our competitiveness in the global market.

OWN COOKED PRAWN MACHINE



In July, we are proud to introduce our own cooked prawn machine, a game-changer in prawn preparation. This cutting-edge machine is capable of producing a staggering **10,000 kilograms** of cooked prawn, revolutionizing our production capabilities and meeting the demands of our discerning customers. With this innovative technology at our disposal, we are poised to elevate the quality and efficiency of our prawn production process, ensuring consistent and delicious cooked prawns for our customers to enjoy.

Not only does our cooked prawn machine enhance our production capacity, but it also has a significant impact on our sales performance. By offering cooked prawns at a competitive price of **RM45 per kilogram**, we anticipate selling the entire **10,000 kilograms** output. This strategic pricing strategy positions us favorably in the market, appealing to both existing customers and attracting new ones with our high-quality cooked prawns.

Furthermore, the introduction of cooked prawns complements our existing product lineup, particularly Malaysian tiger prawns. We anticipate a **5-8% increase** in sales attributed to the addition of cooked prawns to our offerings. This diversification not only expands our product range but also caters to the evolving preferences of our customers, enhancing their overall experience and satisfaction. With our own cooked prawn machine, we are not just meeting market demand; we are setting new standards of excellence in prawn production.

STAY TUNED FOR MORE UPDATES NEXT MONTH