

THE PROBLEMS AND PROSPECT OF MARKETING

JELLYFISH IN KUCHING, SARAWAK

SUBMITTED TO :

MR. YEOP HUSSIN BIDIN
SCHOOL OF BUSINESS AND MANAGEMENT
INSTITUTE TECHNOLOGY MARA
SHAH ALAM
SELANGOR

PREPARED BY :

ALICE BUJANG EMBAH	83804489
CAROLINA MUNYANG LILING	83803978
JENNY AK BANGGA	83557322
MARHAINIS B. NASREN	83048838
ROZALINA JUDY GITA	83803411

DATE : 18TH APRIL 1987

PREFACE

Our research was concentrated on the problems and prospect of marketing jellyfish in Kuching, Sarawak.

The other aspects we covered include the present market situation for jellyfish, the consumption pattern of the various ethnic groups, and briefly on the processing of jellyfish.

We were also interested to find the degree of success in the marketing aspects at present and the factors which determine the demand in an effort to forecast future prospect of marketing jellyfish in the local market together with the relevant recommendations.

ACKNOWLEDGEMENT

In undertaking this research, we were assured of the reliable assistance and sources that would see us through it successfully. We are undoubtedly very much indebted to a number of organisation, associations, hotels/restaurants, companies and individuals for their invaluable roles and contributions to the success of our study.

1. Miss Gurmit Kaur (Advisor, lecturer of the School of Business & Management, ITM, Shah Alam, Selangor)
2. Mr Nicholas Amin (Co-advisor, lecturer of ITM, Cawangan Sarawak)
3. Mr John Boudville (English Lecturer, ITM, Shah Alam)
4. Mr Abdul Rahman B Ellis (Branch Director, LKIM, Kuching, Sarawak)
5. Mr Michael Jopi Hoi (Administrative Officer of LKIM, Sarawak)
6. Mr C.K.Lee (Manager of Seahorse Company Sarawak Sdn Bhd)
7. Mr Jay Boon Din (Manager of Kuching Frozen Seafood Co. Sdn Bhd)
8. Mr Wan Ikhwan (Officer in Charge of Fishermen Association Sepuluh)
9. Mr Bernarun b. Omar (Pengolong Pegawai Perikanan, LKIM, K. Lumpur)
10. Mr Bak Ak. Dugat (Statistic Officer, Marine Fisheries Department, Kuching, Sarawak)

	PAGE
PREFACE	(i)
ACKNOWLEDGEMENT	(ii)
TABLE OF CONTENTS	(iii)
 CHAPTER 1	
1. INTRODUCTION	1
2. LITERATURE SEARCH	2
2.1 HISTORY	2
2.2 JELLYFISH	2
2.2.1 DEFINITION	2
2.2.2 TYPES OF JELLYFISH	2
2.2.3 AREAS WHERE THE JELLYFISH ARE CAUGHT	3
2.2.4 SEASONS	4
2.2.5 GEARS FOR CATCHING JELLYFISH	4
2.2.6 GENERAL STRUCTURE OF JELLYFISH	5
2.2.7 PROCESSING OF JELLYFISH	7
2.2.8 GRADING	12
2.2.9 PACKAGING	13
2.3.0 MARKETING	15
 3. PURPOSE OF STUDY	16
4. OBJECTIVE OF THE RESEARCH	17
5. HYPOTHESIS	18
6. ASSUMPTION	19
7. SCOPE	20

1. INTRODUCTION

This research is carried out to identify the problems and prospects of Marketing Jellyfish in Kuching, the Capital City of Sarawak. We chose this specific area because of the accessibility of the city to the main food management centres (Hotel, restaurants, producers, wholesalers and retailers), the large population consisting various races; the Chinese, Malays, Bidayus, Ibans and others, and also being the most commercial area in Sarawak.

A study has been made on the sales of jellyfish externally and internally, the consumption pattern of the various ethnic groups in Kuching and reasons as to why the market for jellyfish in Kuching is small. However, we did not go into detail with the external market because it is not within the scope of our research.

This study enables us to look into the problems faced in marketing jellyfish in Kuching. And based on our findings, possible solutions of improving the marketing strategies were made.

From all the possible solution that we have made, we will choose one that will allow us to look into the prospects of marketing jellyfish in the local market, and the possibility of expanding the local market.