



**A CASE STUDY**  
**THE USAGE OF LKIM FISH LANDING COMPLEX IN**  
**BINTAWA**

**JAMMALLUDIN BIN OSMAN**  
**98175533**

**BACHELOR OF BUSINESS ADMINISTRATION**  
**WITH HONOURS (MARKETING)**  
**FACULTY OF BUSINESS MANAGEMENT**  
**MARA UNIVERSITY OF TECHNOLOGY**  
**SAMARAHAN CAMPUS**

**APRIL 2003**



## **ACKNOWLEDGEMENT**

I would like to express my appreciation to those who have contributed generously to the development of ideas presented in this research paper.

I wish to express my greatest gratitude and appreciation to my lecturer and adviser Mr. Harrison Tama for his valuable advice, comments, guidance and most of his attention, support and encouragement that enable me to complete this project paper on time.

I am also grateful to Dr. Edward Chendang Luang the manager of LKIM Fish Landing Complex in Bintawa, Kuching for his assistance, advice, suggestion, encouragement and guidance throughout this project paper.

My appreciation also goes to the staff LKIM Fish Landing Complex in Bintawa and LKIM state office in Kuching for their assistance in providing data and information for the completion of this research paper.

Last but not least I would like to thank my friend especially Mr. Mastam Nodo and Mr. Jaafar Sidek for their advice and guidance. For those who also assist me in making my project paper a success that I cannot mention their name may your good deed be rewarded by god.

## TABLE OF CONTAINS

	PAGE
Title page	i
Declaration of Original Work	ii
Letter of Submission	iii
Acknowledgement	iv
Table of contents	v-vii
List of Definition of Terms	viii
List of Tables	ix
List of Figures	x

## CHAPTER 1 -INTRODUCTION

1.0	Background of the study	1-18
1.1	Problem Statement	
1.2	Objectives of the study	
1.3	Scope and Limitation of the study	
1.4	Research Question	
1.5	Significant of the study	
1.6	Background of Company	
1.6.1	Lembaga Kemajuan Ikan Malaysia	
1.2	LKIM Fish Landing Complex ,Bintawa.	



## CHAPTER 2 – LITERATURE REVIEW

2.0	Introduction	19-24
2.1	'Galakan Pendaratan Ikan Bot tempatan dan Luar Negara'	
2.2	What we have is not good enough for Deep Sea fishing	
2.3	Marketing Concept Management Philosophy	
2.4	Use of modern fishing method: Bolhassan	
2.5	Mukah chosen as fishing center using modern technique	
2.6	'Hen Hua 'dominant at Bintawa Complex	

## CHAPTER 1

### 1.0 BACKGROUND OF THE STUDY

#### 1.0.1 Introduction

Fishing is one of the major economic activities in Sarawak. It is vital especially along the coastal town in the state namely in Kuching, Sri Aman, Sibuan, Bintulu and Miri. Fish as a major source of protein for human body are either supplied locally or imported abroad.

Fishing activities have shown a tremendous growth from year to year as there is a steady demand of fish and fish products locally. The fishing activities are gaining popularity. With these developments various efforts have been taken especially by the Ministry of Agriculture to further boost the fishing industry in Sarawak. With the cooperation of the Asian Development Bank four fish landing complexes were constructed namely in Bintulu, Mukah, Bintulu and Miri. These fishing complexes were equipped with modern facilities for the benefit of the fishing community. Furthermore fish landing and marketing can be centralized and post harvest loss can

## **CHAPTER TWO**

### **LITERATURE REVIEW**

#### **2.0. Introduction**

Various studies, working papers and reports highlighted the potential and issues related to the fishing industry, particularly in Sarawak.

#### **2.1. “Galakan Pendaratan Ikan Bot Tempatan dan Luar Negara”**

According to the report by the LKIM Marketing Department Kuala Lumpur in an article “Galakan Pendaratan Ikan Bot Tempatan Dan Luar Negara” which can be translated as Enhancing Fish Landings By Local and Foreign Boats dated June 18, 2001 majority of fish landing centres are built at river mouths. In West Malaysia siltation problem is prominent.

About 100 fishermen picket over their grievances to LKIM for taking over the problem. This situation has no exception to the state fisheries complex, which has been discussed earlier on.