

# UNIVERSITI TEKNOLOGI MARA KOTA SAMARAHAN



*TITLE:*

## **PELADANG (S) FISHMART SDN BHD: A STRATEGIC ANALYSIS**

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**APPLIED BUSINESS RESEARCH  
(ABR 795)**

**EXECUTIVE MASTER OF BUSINESS ADMINISTRATION  
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UNIVERSITI TEKNOLOGI MARA (UiTM)  
KOTA SAMARAHAN**

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## LETTER OF SUBMISSION

Executive Master of Business Administration  
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Sarawak

13<sup>th</sup> November 2010

**Professor Dr. Jamil Bin Hamali**  
Academic Advisor  
University Teknologi MARA  
Sarawak

Dear Sir,

### **APPLIED BUSINESS RESEARCH (ABR 795)**

We are pleased to submit our Applied Business Research paper titled “PELADANG (S) FISHMART SDN BHD : A STRATEGIC ANALYSIS” for your perusal and retention. The submission fulfills the requirement for the completion of the Executive Master in Business Administration programme.

We would like to take this opportunity to express our heartiest gratitude for insights and guidance towards the completion of this project.

Thank you.

Sincerely yours,

Antony Anak Puro  
.....

Eleanor Lo  
.....

Noni Anak Ngisau  
.....

Paul Sazin Anak Riget  
.....

## ABSTRACT

The fishing industry is an important player in the socio-economy development of Malaysia and has contributed significantly to the economy. Such contributions are significant to the economy as it has linkages to many other industries such as the manufacturing and financial services industries. With the ever-changing global market in the business environment and due to the recent global economic turmoil, fishery companies need to have the competitive advantage and achieve greater efficiency to stay in the game. This research undertakes a strategic analysis of Peladang (S) Fishmart Sdn Bhd, a local aquaculture company, using the Strategy-Formulation Analytical Framework and based on the findings of this analysis, propose recommendations to further improve the company performance. This study uses SWOT analysis, Internal Factor Evaluation Matrix (IFE), External Factor Evaluation Matrix (EFE), Competitive Profile Matrix (CPM) and Threats Opportunities Weaknesses Strength (TOWS) Matrix to determine the internal strength and weaknesses, opportunities and threats of the company as well as the profile of its competitor.

Keywords:

Fisheries industry, IFE, EFE, CPM and TOWS Matrices

## **1.0 INTRODUCTION**

### **1.1 Background of Study**

The fisheries sector is an important sub-sector in Malaysia and plays a significant role in the national economy. The three main contributions of fisheries to the national economy are: it's a source of food, it generates employment opportunities either directly or in processing plants, and it's an earner of foreign exchange. National fish production is expected to develop at a medium pace and production is projected to increase from 1,708,800 tonnes in 2005 to 1,933,300 tonnes in 2010 (Ministry of Agriculture (MOA), 2005).

The study is undertaken by the following EMBA 10 students:

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The organization of choice is Peladang (S) Fishmart Sdn Bhd which will be referred throughout this study as "FISHMART". Our group made a site visit to FISHMART's operation office at Batang Ai, Lubok Antu on 27th and 28th June 2010. We were briefed by the farm's supervisor Mr. Luis on the operation aspects of the company. Then we were taken to the fish farm at Teluk Kaong, Batang Ai Hydro Electric Dam. It was a 15 minutes boat ride from the jetty.