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

TABLE OF CONTAINS

PAGE

CHAPTER 1 -INTRODUCTION

CHAPTER 2 – LITERATURE REVIEW

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 alone the coastal town in the state namely in Kuching,Sri Aman,Sibu,Bintulu and Miri.Fish as a major sources of protein for human body are either supply locally or imported abroad.

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

1

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.

19