



**A STUDY ON FARMERS' POTENTIAL DEMAND ON
FISHMEAL FOR ANIMALS IN KUCHING AND
SAMARAHAN AREA.**

- FOR SAGA PELITA SDN. BHD -

**NABILLAH RASHIDAH BINTI ABDUL KADIR
2000674412**

**BACHELOR OF BUSINESS ADMINISTRATION
WITH HONOURS (MARKETING)
FACULTY OF BUSINESS MANAGEMENT
MARA UNIVERSITY OF TECHNOLOGY
SHAH ALAM**

APRIL 2003

ACKNOWLEDGEMENT

Alhamdullillah, Thank You to our Almighty God, Allah SWT for the strength and His willingness, that I am able to finish this project paper. In this speechless word, I would like to thank you to those people who are involved either directly or indirectly in helping me in order to finished this project paper, especially SEDC Sarawak, Jabatan Perikanan Kuching, Jabatan Pertanian Kuching, Samarahan and Asajaya.

Special thanks dedicated to my family, colleague and friends that willing to give full cooperation, support, motivation and sacrifices. To my advisor, Pn Serah Hj Jaya and my supervisor, En Anas Hj Nasir, it is an honor to me for being under their supervision, since they are willing to help me by contributing ideas and their meaningful advices in completing this project paper.

Thank you.

TABLE OF CONTENT

	Page
LETTER OF SUBMISSION	i
ACKNOWLEDGEMENT	ii
TABLE OF CONTENT	iii
LIST OF TABLES	vi
LIST OF FIGURES	vi
LIST OF ABBREVIATIONS	vii
1.0 INTRODUCTION	1
1.1 Introduction And Background Of the Study	1
1.2 Problem Statement	3
1.3 Objectives Of The Research	3
1.4 Scope And Coverage Of The Study	4
1.5 Limitation Of The Study	4
1.6 Significance Of The Study	5
1.7 Research Question	6
2.0 LITERATURE REVIEW	7
2.1 Definition Of Fishmeal	7
2.2 Fishmeal: Understanding Why This Feed Ingredient Is So Valuable In Poultry Diets.	7
2.3 Advantages Of Using Fishmeal In Animal Feeds.	8
2.4 Future of fishmeal as feed ingredients and current	



1.0 INTRODUCTION

1.1 Introduction and Background of the Study

Malaysia is known as developing country. Malaysia offers good opportunities to citizen. One of the important industries is livestock industry, and then there is feed industry. It comes together because livestock animals need to be fed in order to live and to produce nutritious products for human consumption.

Saga Pelita Sdn Bhd (SPSB) is one of the companies that is aware of these opportunities. They are intending to propose one big potential project in the feed industry. SPSB is a company registered in Malaysia. SPSB is a joint venture company between Sarawak Economic Development Corporation (SEDC) that has 30% shares, Peninsular Fisheries Sdn Bhd (40%) and Noble Mermaid Sdn Bhd (30%).

SPSB intends to set up a Fishmeal Plant and an Ice Plant in Tanjung Manis. This Project paper is meant to do research on 'Farmers Potential Demand on Fishmeal for Animal in Kuching and Samarahan Area' in order to look into the viability of the Fishmeal Plant.

2.0 LITERATURE REVIEW

2.1 Definition of Fishmeal.

According to The American Heritage Dictionary of the English Language (fourth edition, 2000), fishmeal is defined as a nutritive mealy substance produced from fish or fish parts and used as animal feed and fertilizer.

New Standard Encyclopedia by Standard Educational Corporation, Chicago has mentioned that, Fishmeal is a coarsely ground meal made by grinding and drying scrap fish and those portions of other fish not fit for human consumption. Fishmeal is used as a fertilizer and as a livestock feed.

2.2 Fishmeal: Understanding why this feed ingredient is so valuable in

Poultry diets.

Fishmeal is a high protein feedstuff often included in poultry diets. It is usually marketed at 65% crude protein. Different fish species have different amounts of protein. The price of fishmeal varies throughout the year since most fish species cannot be harvested year-round. The moisture content of fishmeal is normally low in order to reduce the amount of bacteria in the fishmeal and to facilitate storage and also transport. Fishmeal contains three major nutrients that are protein, fat and minerals (ash). Protein is added to poultry diets to supply the amino acids required for