

The Research of Fish Marketing

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-Objective-

research fish marketing in Sabah

-What we did-

- Survey Supermarket
Condition of fish
Quality control of fish
- Question sheet
Food culture

-QUESTION-

- ① How often do you eat fish?
- ② What kind of fish do you eat?
- ③ How to cook fish?
- ④ Are you conscious of where the fish came from?
- ⑤ Where do you always buy fish?

ANSWER

- ① always
- ② tuna, salmon, sardin
whitefish, tilapia, catfish
- ③ fry (salt, soy, tili, tamato sauce)
steam (ginger and salt)
- ④ yes
(almost all raw fish is made in Sabah)
- ⑤ fishmarket



**Giant
(in One Borneo)**

**City Grocer
(in Suria Sabah)**

Tong Hing

Fish Market

-RESULT-

◆ Fish Market

- Raw fish
(cut fish is a little)
- shrimp , club , shell
- Popular , Cheap
- Condition ×



-RESULT-

◆ City Grocery (inside Suria Sabah)

- Raw fish

(cut salmon made in Norway only,
Sushi)

- Frozen fish (many species)
- Dried fish , can
- Expensive little bit
- Condition ○



-RESULT-

◆ Tong Hing

- Frozen fish only (salmon, flat fish Shrimp, fish ball, kanikama)
- Dried fish
- Can
- Condition ○
- For wealth



-RESULT-

◆ Giant (inside One Borneo)

- Raw fish
(little bit...whitefish ,Squid shrimp,
packed salmon)
- Frozen fish (fish ball, cut white fish...)
- Dried fish , can
- Processed fish (fish ball, chikuwa)
- Condition ○
- Popular



-RESULT-

Condition of fish in the market

store	Raw	Frozen	Dry	Can	Processed
Fish market	⊙	×	×	×	×
City grocery	△	○	△	○	△
Tong Hing	×	○	△	○	△
Giant	○	○	○	⊙	○

-RESULT-

Quality control of fish

store	Ice bed	Water tank	On basket	Packed	Temperature control
Fish market	×	△	△	×	✗
City grocery	×	×	×	△	○
Tong Hing	×	×	×	×	○
Giant	○	×	×	△	○

-OUR CONSIDERATION-

- From research

Raw fish  Fish market

frozen fish  Super market

- Question sheet

People in Sabah often buy fish at fish market.

-OUR CONSIDERATION-

But, we thought quality control in fish market is little worse .

So, need more quality control technology!!



improve method of
quality control of
raw fishes
in fish market

We hope more people will get to eat fresh fish
-Thank you!!-

