

Project “F”

Outline

1. Purpose

2. Differences

2-1. Ways of selling

2-2. Japan & HK

3. Consideration

3. Problems

1. Purpose

1. Purpose

To find
differences of selling way of Fish
between Japan & HK

2. Differences

2-1. Ways of selling

Pack



Japan

Fish Tank



Guangzhou
HK

Ice Bed



Guangzhou
HK

2-2. Differences (Japan , HK)

	Japan	HK
Fish Tank	×	○
Ice Bed	△	○
Pack	◎	△
Fish : Meat	1:1	1:4

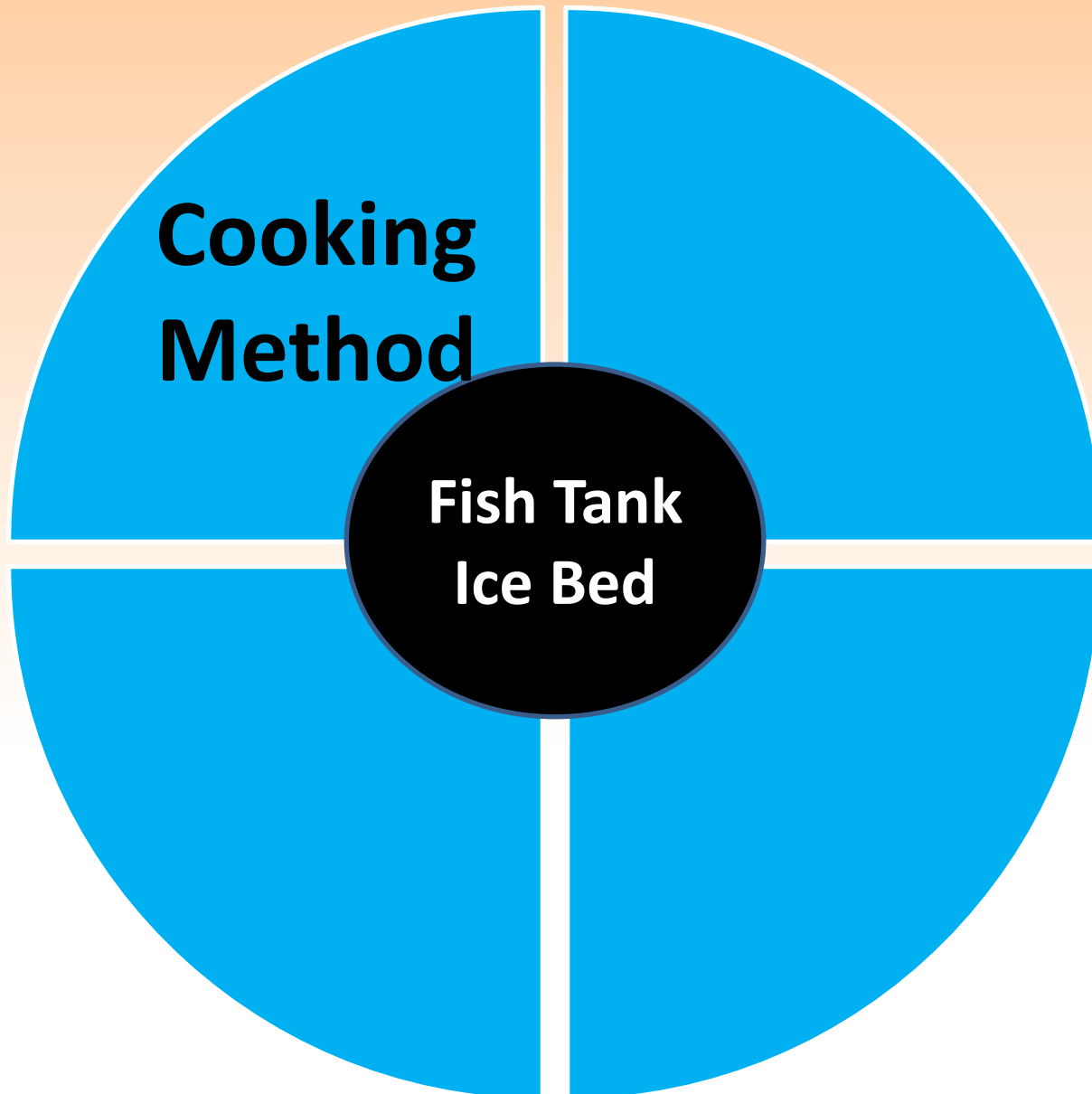
Summary of the questionnaire

Key Words....

- A whole fish
- Fresh Market (街市)
- Fresh

3. Consideration

Fish Tank & Ice Bed



3-1.difference of cook methods

Japan

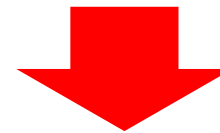
- “Sashimi”
- “Sushi”
- Grill
- Boil
- Steam
- Fryetc



Various Shapes

HK

- Steam
- Fry



A Whole Fish

But...!!

Some shops...

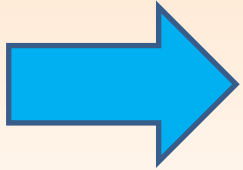
NO TANK

or

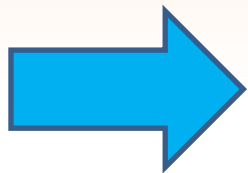
NO RAW FISH

3-2. The Rent of the Land

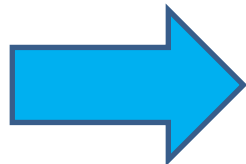
HK : 797.88USD/m²·year(NO.1)
(cf: Tokyo : 644.24USD/m²·year)



No more space

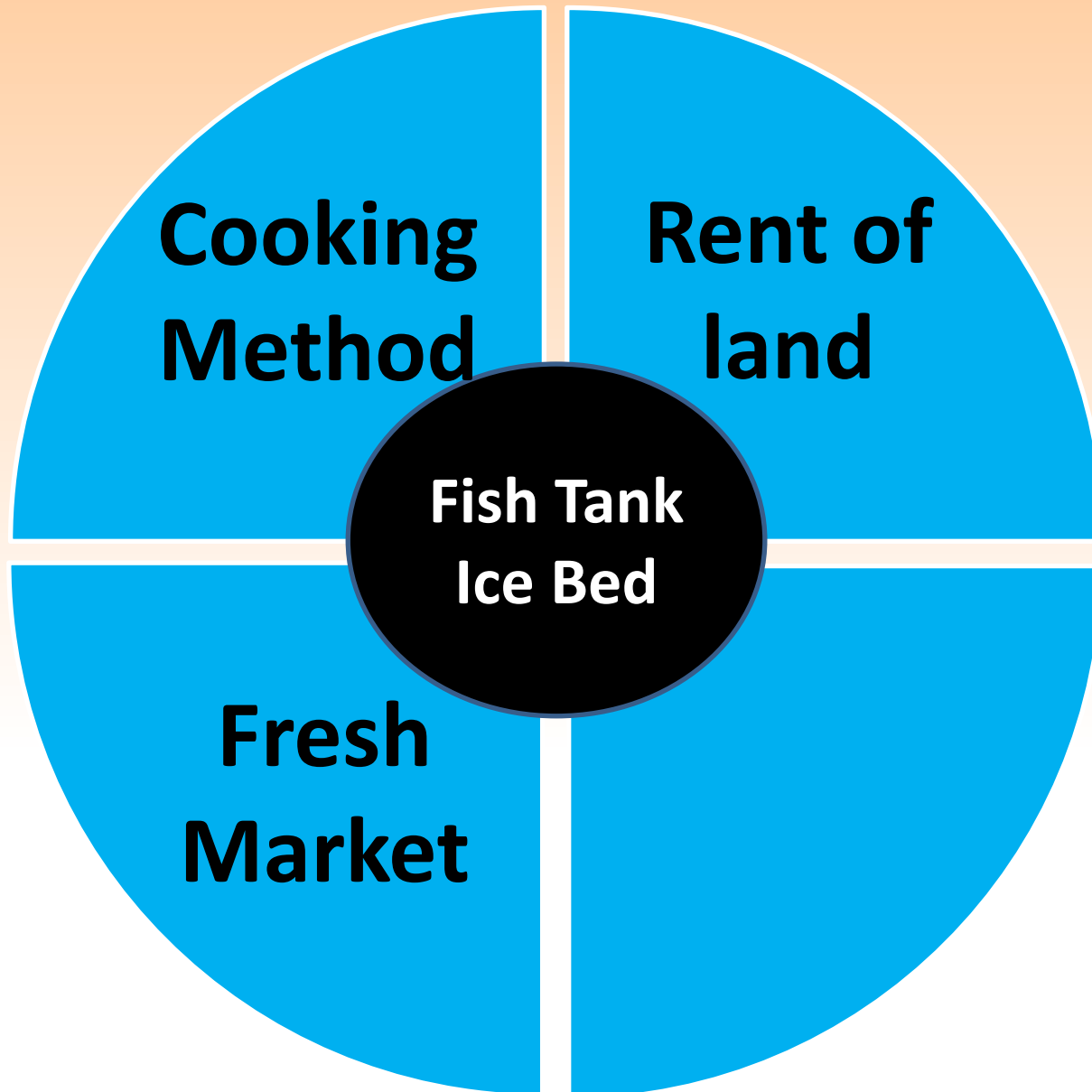


No Fish Tank, No Seller



No Fish

Fish Tank & Ice Bed



3-1. Fresh Mareket

“Fresh Market”

Traditional

Fish Tank , Ice Bed

Variety

All Foods

Low Price





Freshness





Trustable

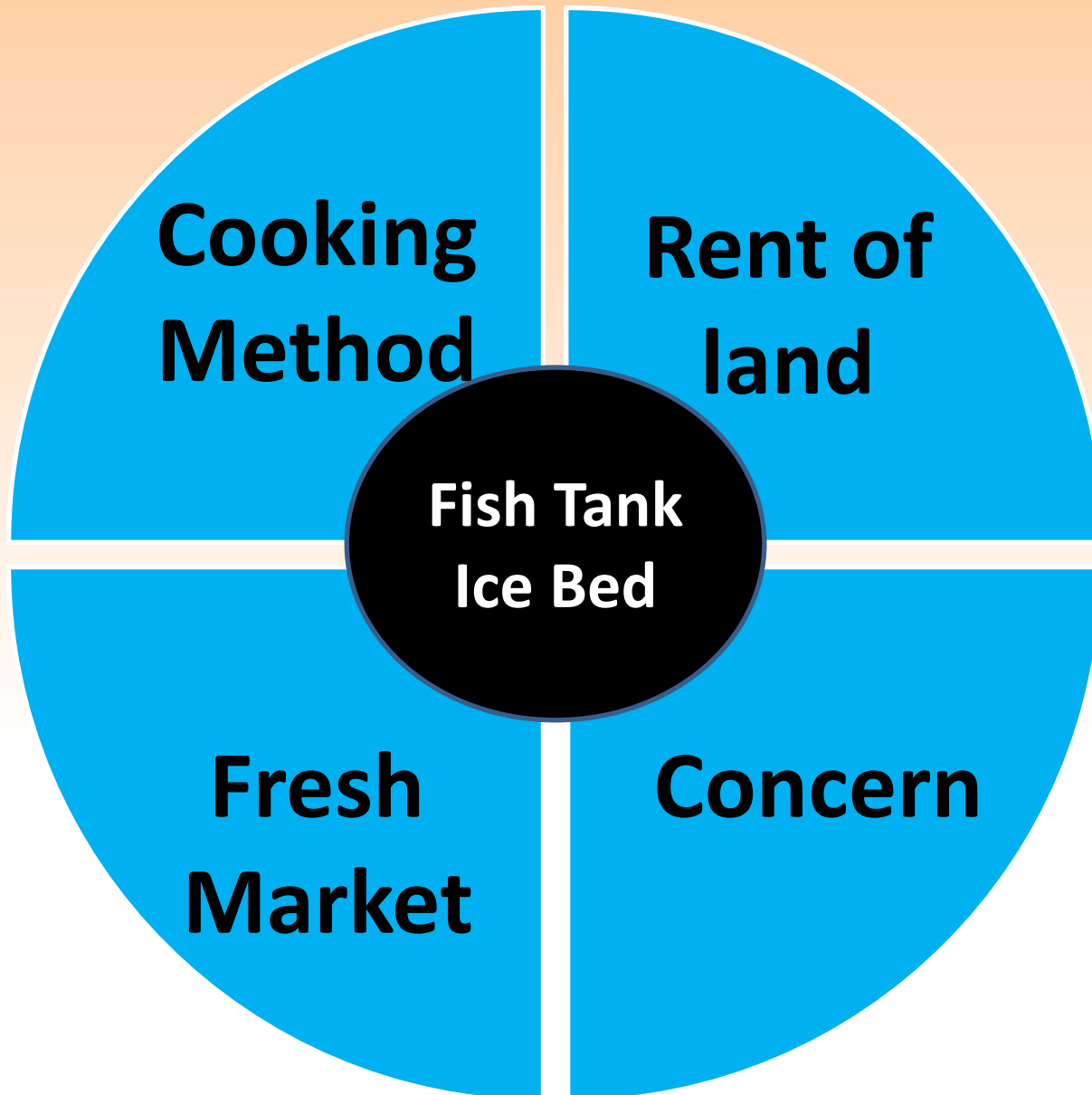
3-4. Concern for Foods

“ Concern for Foods ”



**Visible Process
= Fish Tank & Ice Bed**

Fish Tank & Ice Bed



6. Critique for our research

6. Critique for this Research

Not scientific

Small area

Small Research



Not Generalize