

# FDI NEWSLETTER

COMMERCIALIZING AQUACULTURE

## **ENGAGING IN SOCIAL MEDIA PLATFORM?**

Our Steamy Seafood is engaging in Social Media Platforms to further our reach. Our latest collaboration with PENANG HOLIAO is targeted towards Penang foodies with an interactive video advertisement.



**"A word from our Chief Marketing Officer" - SAM THOR**

Marketing is not only about attracting customers, but also able to retain customers through good product and friendly customer engagement.





## ***SANGLANG LAND SECURED!***

**As of May 2021, we've secured the Sanglang land and excavation work will start in early June! We target to stock our first batch of Black Tiger Shrimp by end of July.**



**GOOD NEWS**

## ***MCO 3.0.....***

**Malaysia again to implement the MCO nationwide from 1 June to 14 June, in an effort to curb the growing spread of Covid-19, so it will also be mandatory for employers to implement the work-from-home policy with attendance of no more than 30% of its management staff at all times.**

**Our operations team is not affected as we fall under essential services, and as for shrimps price and sales, those are not affected because the general population have gotten used to the new norm.**





## ***UPCOMING MOVE BY FDI .....***

In order to follow the trends, our FDI marketing team is planning to roll out ready-to-eat food 'lazy tiger prawns', no cooking skill required cause its has been marinated as well.

Stay tuned for more (and more) exciting news from FDI Marketing.

