

FDI NEWSLETTER

AUGUST 5, 2022, Issue 24

COMMERCIALIZING AQUACULTURE

RELOCATED TO KLANG !!

We are happy to announce that our whole team have relocated to Klang on the **18th July 2022** to set up our new FDI Headquarters (HQ).

With a 30,000sqft built-up area, our new HQ is 20 times bigger than our Penang office.




GOODNEWS

"A word from our Chief Executive Officer " - Steven Tan

With the acquisition of Sin Soon Onn Frozen Food Sdn Bhd, we are diversifying from an **Aquaculture Company** which specialises in Tiger Prawn Farming into Trading and Manufacturing of OEM Food Products.

We expect our revenue to increase by 15 times from 2022 to 2023.

Thank you very much for all support in making this happen !

The logo for GOODNEWS. It features a stylized bar chart with vertical bars of varying heights, resembling a signal or data visualization, positioned above the word "GOODNEWS" in a bold, black, sans-serif font.

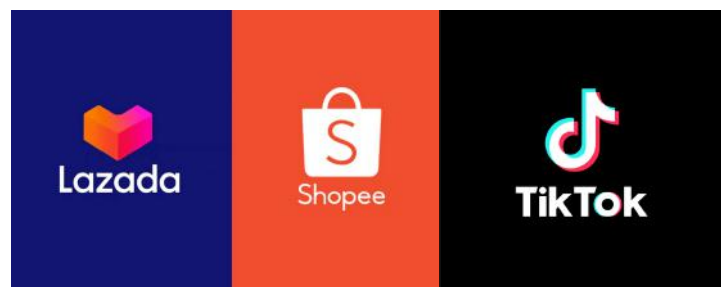
NEW JOB DESCRIPTION

With the increasing popularity of online stores and Malaysia's established E-commerce, many in the traditional business have ventured into the O2O model.

We are setting up our own O2O platform through well-known platforms such as Lazada, Shopee, and also TikTok to create new markets.

PROJECT TIMELINE

PROJECT	REMARKS	JULY											AUGUST							
		21	22	23	24	25	26	27	28	29	30	31	1	2	3	4	5	6	7	8
LEARNING PRODUCT	GOTO SHOP LEARN	█	█																	
FILTER OUT PRODUCT IN SHOP	BEST SELL PRODUCT	█	█																	
BUILD UP BASIC PROFILE	FB, INSTA, GOOGLE (LOGO, POSTING)					█	█													
SURVEY O2O PLATFORM & SET UP	LAZADA, SHOPEE, TIKTOK, FB ETC					█	█													
LIST OUT PRODUCT TO SELL	TAKE PHOTO & NAME							█	█	█										
PROCEDURE TO DELIVER	BEST WAY TO DELIVER							█	█											
PROCEED	TEST MARKET									█	█	█	█							
EDIT & MAKE IMPROVEMENT													█	█	█					
PROCEED																█	█	█	█	█



UPCOMING MOVE BY FDI..

We will be opening a **3rd Retail outlet** at Klang area by **December 2022**.

We've started our site selection process and will soon identify several suitable locations for our expansion, meanwhile we've started training personnel for key positions for the new outlet.

Stay tune for more updates from our FDI group.

STAY TUNED!

