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"Supply chain of Saltwater Seafood in
Islamabad & Rawalpindi"



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Appendix A

Certificate

(Certificate/Letter from the Organization/Client)

This is to certify that this project report, entitled "**Supply chain of Saltwater Seafood in Islamabad & Rawalpindi**", by name of students and enrolment numbers:

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Submitted in partial fulfillment of the requirements for the degree of Masters of Business Administration from Bahria University, Islamabad Pakistan, during the academic year of (2016-2017), is a confide record of work carried out under my permission and guidance.

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Viva-Voice Examination

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**Topic of Research: "Supply chain of Saltwater Seafood
in Islamabad & Rawalpindi"**

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Abstract:

Pakistan's total coast line is 1050 km and has a fishing area of almost 300270 square km, which is evidence that Pakistan is highly rich in marine life with a vast variety of species; which has high commercial value. The division of coastal line areas; the Sindh coast is 30% and Makran (Baluchistan) coast is 70%. In Pakistan fish products account for 9.1% of all animal products eaten; Poultry is most common eaten at 3.4 kg, Beef 1.9kg, Mutton 0.7 kg, and Fish 0.6kg per capita per year. The highest fish consumption rate in Pakistan was recorded in two coastal provinces Baluchistan was 2.4 kg, in Sindh 1.6 kg; while in Punjab 0.2kg and in KPK was 0.05 kg per capita per year. While urban areas of Pakistan is 0.75 kg, and in rural areas fish and fish products consumption is at 0.53 kg per capita per year. In both urban and rural areas over 90 percent of fish products consumed were purchased with just 3-4% fresh water fish. It also shows that there is a high potential market that people prefers most the fresh and salt water fisheries rather than the farms fish products.

But due to a weak supply chain and distribution system, the seafood becomes more expensive and mostly available in frozen form in the local market. There is a high potential market of fresh seafood; especially in KPK and Punjab; but, the fresh fishes available in KPK and Punjab are of sweet water which is low in minerals and proteins, and the major difference is in the taste of fisheries. But due to easy availability of fresh fish, the people of these both provinces like to consume the fresh fish; which comes through rivers and farms.

There are just three to five vendors, who are supplying seafood in Islamabad & Rawalpindi's restaurants & cafes. Some small &

giant players are offering seafood through their retail/meat shops; in frozen form and in value added products (ready to eat) form as well, while around 30 to 40 local and international cafes & restaurants are offering a limited species of seafood in their menu, in Rawalpindi & Islamabad. Through developing a strong distribution and procurement system, the whole supply chain of seafood might be improved by eliminating the unnecessary intermediaries; such as wholesaler and less storage to get a sustainable competitive advantage in this market by offering quality fresh seafood in low / competitive price, initially in Islamabad & Rawalpindi and then in future in both non-coastal provinces Punjab & KPK to grab the potential of these markets in Pakistan.

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