

**A COMPETITIVE ANALYSIS OF THE TUNA INDUSTRY  
IN MALAYSIA**

By

**ANTHONY LAKSHMI NARAYANAN S/O V.PARIMANAM**

Bachelor of Arts ( Hons.) Economics

University of Malaya

Kuala Lumpur

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**HAMSI AH BT. MOHAMAD ZAHARI**  
**IIPR UNIT REPROGRAFI**  
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## **ABSTRACT**

This study starts by looking at the tuna industry in the world. It begins by ascertaining the demand and the market for it. In view of the various forms it is traded, and the prices the tuna can fetch, the study tries to give an insight into the trade

The study gives a general description of the tuna industry. The main focus is on the commercial species.

The study then looks at the quantities of tuna harvested and the oceans they came from. Countries actively participating in the harvesting of the tuna are discussed.

Methods used to catch the tuna are also described. It is interesting to see how the various methods differ in catching the different species.

With the background information in place, the current scenario of the tuna industry in Malaysia is then described. It is disappointing to see how very little is done to develop this industry in the country. This is especially so when studied in the context of the development of the industry in the neighbouring countries.

The study then takes a brief look into the industry in each of these countries, namely Thailand, the Philippines and Indonesia.

There are various issues concerning the tuna industry. However the study looks at two main issues. Both these issues deal with conservation. The first deals with the dolphins problem which affects the marketability of tuna products and the second deals with the need to conserve the tuna itself.

The study concludes with recommendations to be taken to develop the tuna industry in Malaysia. The study strongly recommends that a comprehensive approach be taken to develop the industry. Technological advancement as well as trade liberalisation will see changes in the industry. The study discusses the greater opportunities in the down stream marketing of the tuna. The ability to be more competitive in production and in marketing will eventually determine how successful the tuna industry will be for Malaysia.

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