

Business and marketing plan assignment

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It is here where one can learn about the “catching to canning” process of MEGA in order to produce one of the best tasting and highest quality sardines brand in the market, aside from other products services, and career opportunities of Mega Fishing Corporation. Other fishing companies use the traditional technique of shovels and tubs to store and transport the fish catch to the canning plant.

Such a technique unnecessarily extends the exposure of the fish catch to the elements, where exposure results to enrapture increases creating undesirable histamine levels that cause allergies when the fish is consumed. On the other hand, Mega Fishing Corporation (MFC) takes pride in being the first company in the whole of Asia to use the fish pump technology as opposed to the traditional method of using shovels to move the fish into storage compartments in the carrier ships. Because there is no need to use shovels on the fish, the fish pump technology allows less handling of fish by the fishing crew.

The pursuit of freshness and food safety, however, does not stop with the fish pump. The freshness of the catch must be preserved during transport to the canning plant. As such, as opposed to the traditional method of using tubs packed with ice, Mega Fishing Corporation uses insulated plastic storage bins to maintain fish temperature at 0 degrees, thereby locking in freshness. In net, the use of the fish pump and insulated plastic storage bins are some of the world class technologies that Mega Fishing Corporation has invested in to bring to the market the freshest sardines possible.

As a further testament to the quest for quality and food safety, Loyal Seafood Corporation, the canning plant of Mega Sardines, has been certified ISO 22000 – the first sardines manufacturer in the Philippines to be given such a distinction. The ISO 22000 certification recognizes the ability of Loyal Seafood Corporation to consistently control food safety hazards to ensure that food is safe for human consumption all the time. As such, the ISO 22000 certification ensures that all food products manufactured by Loyal Seafood Corporation pass strict food safety standards, including the flagship Mega Sardines.

The Mega Group of Companies manufactures one of the Philippines' top sardines brand, Mega Sardines. The Mega Group of Companies is composed of two entities as follows: Mega Fishing Corporation (MFC) is the fishing component of the Mega Group of Companies. Equipped with state-of-the-art sonar and fish finders, coupled with the competitive advantage of the Catching to Canning process, the MFC fishing fleet is Business and Marketing Plan By overbalancing preservation of the fish to ensure freshness. Loyal Seafood Corporation (ASS) is the canning component of the Mega Group of Companies.

ASS has one of the biggest and most modern canning facilities in Asia. In order to compete globally, ASS has fully automated lines to assure cleanliness. As proof of its compliance with strict safety standards, ASS has been awarded with some of the most stringent and internationally-recognized certifications of ISO 22000, HACCP, E accreditation, USAF, and HALAL. MISSION We, the MFC Family, a globally competitive integrated food

company, is dedicated to providing high quality, value-for-money products to all customers.

We do this through our competent, committed and empowered partners, who continuously innovate and improve our way of doing things, achieving breakthrough reference for the growth of our MFC Family, while improving people's lives and help in nation building. VISION MFC is a listed global company, setting the industry standards for performance and innovation, reflected in its products and services being top of mind and market leader worldwide.

We work in a modern paper-less environment, with world class business systems, using cutting-edge technology. We are the employer of choice, providing best compensation, benefits and development opportunities. Our results- oriented partners enjoy working together, driving one another towards rewarded success, with a passion for excellence and continuous learning, integrity, genuine concern and responsibility. We work as a team, respecting each other, and enjoying a balanced life.

Our brand MEGA Sardines is the number one sardines brand in the Philippine market. We love Mega and we are proud to be part of the MFC Family!

COMMITMENT TO QUALITY In line with its Company mission on providing high quality, value-for-money products to all customers world-wide, MFC has been given various certifications as follows: * EX. Certificate No. 1310 in 2002 , allowing Mega Sardines as the only sardines brand room the Philippines that can exported to Europe. ISO 22000 certification, given to Miff's canning plant, Loyal Seafood Corporation last September 7, 2009, being the only ISO

22000 compliant canning plant in the Philippine Fishing Industry * Hall Certification being conferred twice, first from the Office of Muslim Affairs Advisory Council (MOM) in 2003 and second from the Islamic Ahead Council of the Philippines (DDCD), with identification number 05-F-30, in 2004. Hazard Analysis Critical Control Point (HACK) recognition for the implementation of HACK System through TTS canning plant, Loyal Seafood Corporation in Loyal, Sambaing City last 2002 from the Bureau of Fisheries and Aquatic Resources (AFAR) About my Company Our company MEGA Fishing Corporation, the makers of Mega Sardines, is the leading company in the Philippines and one of the larger manufacturers which specializes in Philippines.

We only use selected fresh, pure and natural materials for all our products. Having control of our own supply of sardines ensures that our canned sardines are of the highest quality. We are also proud that our products could meet our worldwide buyer's very high standard quality requirements and specifications because we have our own fishing fleet to supply us the raw materials and have our own canning plant to can " MEGA Sardines" therefore, we can guarantee delivery of the product that whole year.

Our canning plant is HACK Certified and has HALL certificate. We are accredited for export to EX. And are in full compliance with USAF requirement. Furthermore, we could also supply various variants of sardines, and offer private labeling exclusively as your company's request with excellent laity, prompt delivery and competitive price. Mega Fishing Corporation (MFC), is a commercial deep-sea purse seine fishing company <https://assignbuster.com/business-and-marketing-plan-assignment/>

based in Sambaing City, which has experience in fishing for more than 30 years.

Mega Fishing Corporation is able to develop market niche in this Southern part of the Philippines. MFC is currently supplying 80% of raw materials for various canning companies both in Metro Manila area and Sambaing. Moreover, it supplies the other parts of Madonna's fresh fish requirements. MFC own seven sets of commercial deep-sea purse seines totaling 55 fishing vessels. The vessels are fully equipped with high tech sonar and fish finders to have the competitive edge of locating more fish.

Furthermore, MFC has its own 175 meters marginal War, dry-docking and repair facilities; a 360 tons ice plant (considered as the biggest in the whole Mindanao) and 600 metric tons cold storage plant. Modern steam dry fishmeal plant and high-tech sardines canning plant, which are all located in Sambaing City. MFC adheres to the notion of a re-engineered and high performance company to produce a distinct and unique product.