



## **Prima Frutta Sdn Bhd**

Prima Frutta Sdn Bhd's mission is to capture the majority Malaysia durian export market, to create the first well-known branding in durian, to control the price of the durian. With the export of frozen whole durian legalized in China, the figure for durian export is estimated to rise significantly to satisfy the excessive demand of Musang King durian. Industry players who are able to grab this market share promptly are the ones who will excel, and likely become the leading players. With Prima Frutta as the company's partner to tap into the China market for durian exports, the company is projected to experience substantial growth in profit and revenue.

The company consists of a team of young and energetic individuals who has the passion and knowledge to provide a broad array of services to customers, from orchard management to sales. The team ensures the quality of cultivation, packaging, and marketing are at the highest level to build reputation reliability, value, and trust. Prima Frutta primary focus will be on the operations sections including Orchard Management, Durian Processing, and Durian Purchasing and Distribution.

### 1) Orchard Management:

Before acquiring a durian orchard land, there are few considerations to be factored in, for example, water supply, tree condition, water piping, manpower planning, land condition, etc. These require orchard managing experts to identify the root problems of each land. With more than 10 years' experience in the durian orchard management industry to identify and adopt a range of systems and solutions to resolve the deficiencies. The company also provides seeds plantation services to industry players globally.

### 2) Durian Processing:

Factories with state-of-the-art facilities to conduct durian processing efficiently and swiftly. The team of the company provides a free consultation and advises according to the customer's requirements upon receiving orders, especially on the export criteria. Any mismatch will result in goods returned. Fruit processing are inclusive of the following:

### 3) Vacuum Packaging

#### a. Normal Packaging

- b. Fruitlet Packaging (400g)
- c. Fruit Paste Packaging (2kg)
- d. Durian Purchasing/Distribution

Apart from China's demand, the demand for MSK in Singapore and Hong Kong is also significantly contributed to the MSK's price surge. Overall, the production of MSK in Malaysia is far from enough for the supply market. The company is able to penetrate the Chinese market by exporting fresh MSK to Hong Kong and Singapore – one of our core competences in doing so.

- 4) Durian Packaging
- 5) Durian Downstream
- 6) Durian Export

During durian harvesting peak season, arrangements of the huge number of durians for blasting and storage for the next input. This is to accommodate for a lower quantity of durians during non-peak seasons. This step ensures there will be enough durian supply for durian lovers even during low harvest season

