A GENERAL SURVEY OF THE FUNCTIONS AND PROBLEMS OF THE CENTRAL FISH MARKET OF SINGAPORE

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Abstract

The function of a fish marketing system is to distribute fish supplies economically and effectively to the places where they are in demand. It is concerned with the quantities of production, quality and prices. More specifically, the functions are as follows: distributing products to meet consumers' daily demands; maintaining standards of the highest quality as possible; and, finally, supporting a steady price structure with the highest profit possible to producers as an incentive to increased production, and at the same time allowing the lowest possible price and the highest quality to consumers in order to encourage consumption.

Singapore Central Fish Auction Market was set up in February 1969. The establishment of the Central Fish Auction Market and Fishing Port is part of the attempt by the government to provide the infrastructure for the rapid development of the fishing industry.

This study of the function of the Central Fish Auction Market concludes that at present its location appears to be too far from the city area. As a result many problems arise. Furthermore, the marketing system itself has its own inefficiencies existing.

In order to develop an efficient fishing industry, sufficient to supply the great demand of Singapore's consumers, reform of the marketing structure should not be ignored. As we know, many satellite town are gradually arising in Singapore which means that in the future its site may better serve an important role in the future distribution of fresh fish.