

APPENDIX D

Shark Fins: 3 & 4

Name:	XXX	XXX
Add:	XXX Des Vouex Road West.	Des Voeux Road West
Interviewee:	Boss's relatives (also work for the shop)	(salesman)
	Products and Supply Issues	Products and Supply Issues
a.	Shark fins (100%)	Shark fins Abalone, sea cucumbers, fish maws, pipefish and sea horses Others: dried scallop, oyster, shrimp, cuttlefish, mushroom and ginseng
b.	Soup with chicken, salted ham and crabs	--
c.	Many species can be used, difficult to tell. Best: species from South America, the caudal part is the best.	Many species Best: the caudal parts of many species are good because they provide high percentage of fin rays
d.	Wholesaler and processor	Retailer
e.	Many places	South America and many other countries
f.	High quality: South America Low quality: Middle-East	High quality: South America
g.	Yes	Unknown
h.	Fishermen →collecting agencies →importers (Hong Kong) →processor / wholesalers (themselves) →restaurants →customers	Fishermen →collecting agencies →importers →processor / wholesalers →retailers (themselves) →customers
i.	-Both by sea and air. -They do not know about the percentage.	Both by sea and air.
j.	Quantity: fluctuates from time to time, overall is stable Quality: stable	Quantity: decreasing Quality: stable
k.	No	Shortfall. By increasing the selling price
l.	They do not know.	They do not know.
m.	--	--
n.	Captured:	Captured:

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	-By large fishing boat ,and by large nets. Processed: -Cut fins off from shark bodies. -Then, the fins are dried.	-Probably by large fishing team Processed: -Drying
o.	Yes. Fins drying.	Yes. Drying.
p.	They do not know.	Yes. They believed that the fishing technology have improved in catching the sharks.
q.	--	Not very much affected.
r.	Price range: \$200-\$2400/catty	Price range: \$280-3500/catty
s.	Buying prices: fluctuate (determined by supply) Selling prices: no change	Buying prices: increasing Selling prices: increasing (both buying and selling prices depend on demand and supply)
t.	No change	Increasing
u.	Quite similar.	--
	Sales and Business Issues	Sales and Business Issues
a.	-The demand -The prices	-The seasonal demand -The general economy
b.	-Price -Credit offer	-Quality -Price
c.	Hong Kong: 100% (restaurants)	Local and overseas (people from Chinatown of Canada) -overseas: People come to Hong Kong to check the quality. And take the products back to Canada using cash sales.
d.	Both are good. But they only deal with the products they are familiar with.	Diversify. They are retailers. By selling different kinds of products, they can get a wide range of profits.
e.	They only know about shark fins.	--
f.	No	No
g.	--	--
h.	Largest dealers: (Importers): -No specific -depend on price they can offer (Customers): local restaurants Key competitors: No, different traders have their own	Largest dealers: Not specific for wholesalers. Key competitors: Those retailers in the same area.

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	customers	
i.	No	No
j.	No	They do not know.
k.	They do not think it will have much effect on them.	Not affected
l.	They do not know.	They do not know.
m.	They do not know.	They do not know.
n.	-Lack of capital -Lack of demand	-Scarcity of supply -Lack of demand
o.	Hong Kong: No Overseas: No	Hong Kong: No Overseas: No
p.	Future: Yes (conservation problem-some species)	Currently: No Future: Yes
q.	-Do nothing -Focus on another product that is not regulated	They are not those people (importers) in the front lines. They do not think it will have much impact.
	Social-Economic Issues	Social-Economic Issues
a.	When: 6 / 7 years ago How: previous experience in the business	When: >10 years ago How: --
b.	Satisfied	Satisfied
c.	Decreasing in demand.	The consuming ability of Hong Kong people.
d.	They do not know.	They do not know.
e.	Hong Kong Shark Fins Merchants Association-several times/year	No
f.	-Day-to-day Information for prices -Social	Pay ~\$100/months for Hong Kong Dried Seafood And Grocery Merchants Association Limited for day-to-day information about prices
g.	Competitors: not often Suppliers: not regular	Competitors: -- Suppliers: --
h.	Not very much	Not very much
i.	No	No
j.	-Better Hong Kong economy, so that, -people spend more on expensive food	Better Hong Kong economy

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