

**GETTING MORE FROM YOUR SMOKED FISH: A SELF  
ASSESSMENT GUIDE TO REDUCING FISH LOSSES**

DO YOU WANT TO IMPROVE THE INCOME OF YOUR BUSINESS?

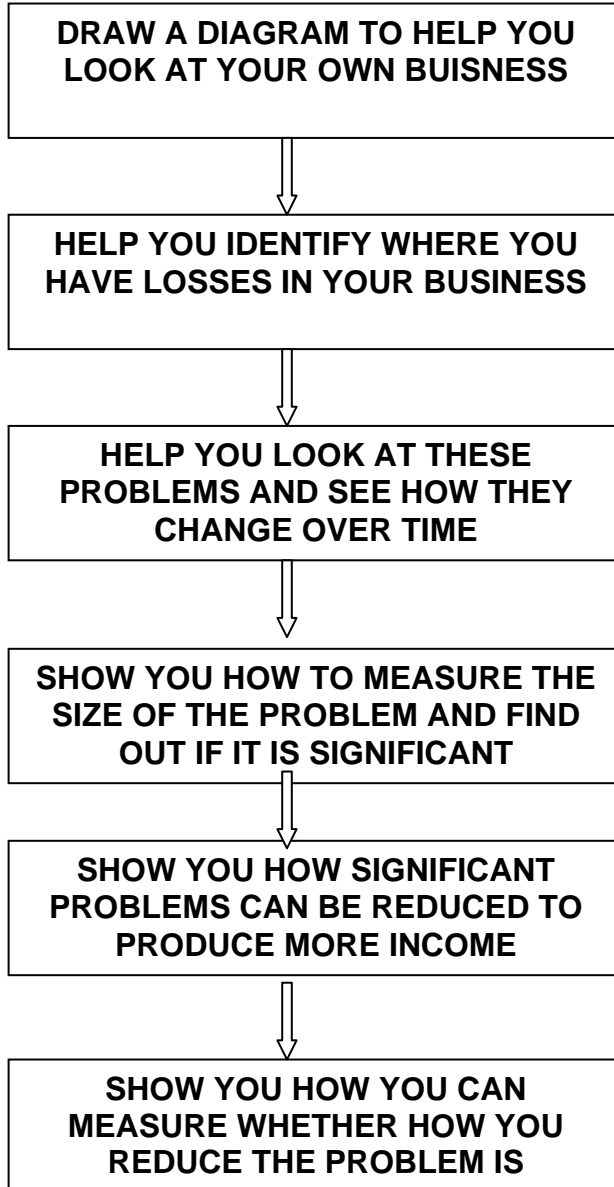
DO YOU THINK YOU COULD IMPROVE THE QUALITY OF YOUR PRODUCT AND GET A BETTER PRICE?

DO SOME OF YOUR PRODUCT GET BROKEN AND IS SOLD FOR A LOW PRICE?

DO YOU LOSE ANY FISH OR HAVE TO THROW PRODUCT AWAY AT ANY TIME?

**IF THE ANSWER IS YES TO ANY OF THESE QUESTIONS THEN THIS GUIDE CAN HELP YOU.**

**What this guide will help you do.**



## HOW TO FIND OUT WHERE YOU COULD IMPROVE YOUR BUSINESS

**DRAW A DIAGRAM TO HELP YOU LOOK AT YOUR OWN BUSINESS**

### *Guide to conducting an empirical load tracking on own business.*

1. Draw a diagram showing the different stages or activities of your business and how fish is moved through it.

Examples: buying, smoking, packaging.

transport and wholesale

storage

retailing

**HELP YOU IDENTIFY WHERE YOU HAVE LOSSES IN YOUR BUSINESS**

2. Can you show on the diagram where you are losing fish?

Can you show on the diagram where you get problems which cause you to lose money?

Can you show on the diagram where fish gets damaged?

Are there any other reasons why you lose money?

### *Use of matrix scoring*

**HELP YOU LOOK AT THESE PROBLEMS AND SEE HOW THEY CHANGE OVER TIME**

Traditional calendars to be substituted for Jan, Feb.....

Draw out the boxes on a big piece of paper or on the ground.

Add your own answers from 2 to the column marked A. See examples below.

### If You Smoke Fish

A	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
Quality of fish you buy for smoking												
Fish which burns and is lost												
Theft												
Fish breaks after smoking												

Mark in the blank boxes a score from 1 to 10. 1 will mean that quality is the worst and 10 means that quality is the best. use stones, shells, beans or something similar as markers.

Once you have finished scoring make a copy of your diagram.



## HOW TO FIND OUT WHETHER IT IS WORTHWHILE DOING SOMETHING TO IMPROVE YOUR BUSINESS

SHOW YOU HOW TO MEASURE THE SIZE OF THE PROBLEM AND FIND OUT IF IT IS SIGNIFICANT

*load tracking of fish before smoking*

*load tracking during smoking to count droppers*

*load tracking during storage*

*load tracking during transport*

*% loss calculation*

*how much money would you save if loss was reduced?*

**IDEAS ON HOW TO IMPROVE YOUR BUISNESS**



**SHOW YOU HOW SIGNIFICANT  
PROBLEMS CAN BE REDUCED TO  
PRODUCE MORE INCOME**

*Basic book keeping techniques.*

*reducing droppers*

*reducing breakage*

*improving quality of raw material*

*reducing insect infestation*

*reducing mould growth*

*participatory intervention planning*

*intervention load tracking*

**SHOW YOU HOW YOU CAN  
MEASURE WHETHER HOW YOU  
REDUCE THE PROBLEM IS**