



Khairul Nizam Amat Zaini showing the salted fish that he and his partner, Nor Azizan Adnan, are selling to support their families. BERNAMA PIC

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## Tourism company owners turn to salted fish venture

### KUALA LUMPUR

**A**FTER seven years in the tourism industry, partners Khairul Nizam Amat Zaini, 42, and Nor Azizan Adnan, 49, have turned to a salted fish venture to support their families.

When the Movement Control Order was implemented due to the Covid-19 pandemic last year, they began familiarising themselves with the fish-mongering business by buying fresh fish sourced from Tanjong Karang, Kuala Selangor.

"The tourism industry collapsed when the country was hit by the pandemic.

"We had to seek an alternative source of income.

"So we began selling fresh fish, but moved to making salted fish in December after realising its potential," Khairul said.

He said he came up with the idea after some fresh fish went unsold.

"There was some fish left unsold, so I thought of learning how to make salted fish from YouTube," said the co-owner of My Altitude 30 Travel & Tours Sdn Bhd.

He and his partner then attempted to make salted fish by marinating them in salt and putting them under the hot sun for several days.

"The fish will be weighed, cut and cleaned" he said, adding that their product was sold under the label 'Tiga Budak Travel'.

Among the fish used to make salted fish were gelama, tenggiri, bulu ayam and pelaling, which were sold for between RM10 and RM70 a kilogramme, he added.

"In the beginning, we used five kilogrammes of fish. *Alhamdulillah*, the response was encouraging."

Khairul said they were able to produce between 80 and 100kg of salted fish a week using the traditional method, and promoted and marketed the product on social media.

He said both of them planned to open a shop one day.

"We believe the tourism industry will not expand in the next three years. So we are thinking of continuing this business."

**Bernama**