

UNIVERSITI TEKNOLOGI MARA  
SABAH CAMPUS

FUNDAMENTAL OF ENTREPRENEURSHIP  
( ENT 300 )

SUROWINAH TILAPIA ENTERPRISE

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## 1.1 INTRODUCTION

Surowinah Tilapia Enterprise is a business company focus on operates tilapia fish farm serving the needs of the rapidly growing live market for tilapia fish in Malaysia especially in Sabah. Our office and showroom is located at Kota Kinabalu Sabah (refer Administration Plan for map location) and our operational fish farm located at Kampung Bambang, 12 km from Tamparuli town.

The source of fresh water fish is still not enough to accommodate the need of local market. Therefore, our company takes the proactive step to develop economy activity of farming fresh water fish. Several types of fish have been recognized and proven to be efficient to farm, and one of the fish is tilapia fish. This species of fish has been successfully farmed commercially by entrepreneurs. The main factor of choosing this species for commercial purpose is;

1. Well known by people and high demand from local and international market
2. The tilapia fry is easy to get with reasonable price
3. The breeding period of tilapia fish is short
4. The area needed is small and can be stocked more dense than other species
5. Fish food is easy to get
6. High resistance toward disease and living rate
7. Live in natural environment (soil pool) easily
8. The potential of being export with high income

Surowinah Tilapia Enterprise farm Tilapia fish at the slope of hill and use hill water to fill the fish pond. This method not only maintains the environment but also cut the cost of operation and automatically it is surely making more profit than other method of farming tilapia fish.