ENTREPRENEURSHIP
ETR 300

LOVELY BLOSSOM SDN BHD

PREPARED BY:--
MUHAMMAD YUSNIZA YUNUS 2000469128
ASLIN ABD SANI 2000469254
NOR HAFIZAH ZAINAL ARIF 2000469684
NOREHAN MOHD IDRIS 2000468816
NORAFIDAH ROSLI 2000468942

PREPARED TO:--
PROF. MADYA BAHARUDIN BIN ISMAIL
DATIN HAZARAH BT MUHAMMAD
ACKNOWLEDGEMENT

In the name of ALLAH, The Most Beneficent, The Most Merciful.

First and foremost, we would like to express our thanks and gratitude to our lecturer, Prof. Madya Baharuddin for the advice and guidance in order to us to explore something new in our life. Thank also to all owner flower shop that has given the cooperation to us during our survey time.

To our family and not to forget to our friend for their cooperation, encouragement, moral support, pride and joy towards completing this precious project.

We also would like to thank to other whose names not mentioned on the team credits but made a significant contribution upon the compilation of this Lovely Blossom business plan.

Last but not least, thanks again to the people and groups mentioned above and we as ETR 300 student are very grateful to them for their contribution and cooperation that helps a lot in the completion of this business plan.

May Allah S.W.T bless our works...
TABLE OF CONTENTS

1. EXECUTIVE SUMMARY

2. PURPOSE OF THE BUSINESS PLAN

3. BUSINESS BACKGROUND

4. SHAREHOLDER BACKGROUND

5. ADMINISTRATION PLAN

6. MARKETING PLAN

7. OPERATION PLAN

8. FINANCIAL PLAN

9. SUMMARY

10. APPENDICES
EXECUTIVE SUMMARY

For fulfilling the Business Plan (ETR 300) we came up to make a type of business. We choose to run this company, LOVELY BLOSSOM SDN BHD is fully by Bumiputera. This nature of business is flower shop and our products are mostly based on flowers.

Our location of this business is G31, Ground Floor, PKNS, 40450 Shah Alam, Selangor. We have chosen this location because of its strategic site. It is situated in place of fully community, near the 5 Stars Hotel and easy to find. From what we have planned, we have decided to start our business on 1st January 2006. There are a few factor affecting our decision in selecting this business.

a) We want to gain maximum profit through the business because there is no one to do this business like this.

b) We want to be the first company with this type of business.

We know that this business has varied bright future because of bright demand, which rapidly nowadays. The increment of the tourist from outside and local also will be the encouragement for us to do this business.

Our products are sold to all customers, either tourist from local or outside. In running this business, we have 9 workers consists of general manager, administration, marketing, operation and financial manager. Our business will operate from Monday to Sunday. So, our business is operating everyday and will operate from 10.30am until 10.30pm.
Our future prospect of this business is to open as many branch as we can. To earn more profit and we wish to expand our company all over Malaysia and also over the world.

There are 5 shareholders on this business. For the General Manager, he gives RM 20000.00 and for each shareholder gives RM10000.00. Besides that, we also apply loan from Maybank that is RM50000.00.