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ENTREPRENEURSHIP
(ENT300)

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1.0 EXECUTIVE SUMMARY

Daisy Aurora is the decoration concept shop located in the midst of bustling city of Kota Kinabalu. We came up with an idea to open up a new design and unique which is flower made from rubber leaf. The flowers get from Penagatan laut village tree in Keningau. Our company choose to help the housewife in Penagatan Village in Keningau to get income which some of them didn't have any job.

We can be loosely described as a shop that to prepare decorations flower for some important events, where customers only need to place their order follow their own taste, create their dreams and design that they want and it will be ready on the date they need it.

Daisy Aurora will hold true to its vision of being a quality and unique decoration in order to become a favorite spot to Kota Kinabalu natives. Daisy Aurora also will help people to plan and create every moment and detail of on their special day. Daisy Aurora also offer free consultation to learn about what people need in their events and our company can help all people create their own dream and eliminate their stress.

There are varieties of decorations all over the Kota Kinabalu nowadays that offers all type of design, color as well as services which fulfill the need of all range customers. However, most of the shop offers the same things with same services and this became a catalyst for us to establish a shop that stands out of among the rest.



1.2 PURPOSE OF BUSINESS

1.1 THE PURPOSE OF BUSINESS PLAN

- 1) The business plan was prepared by Daisy Aurora with the intention of:
- 2) Intention to inform the concerning parties about the background, nature and prospects of the business.
- 3) To guide the management of the business.
- 4) To evaluate the ability of this business whether it is able to compete with other competitors.
- 5) To contribute to the growth of country's economy.