



UNIVERSITI TEKNOLOGI MARA

ENT 300

FUNDAMENTAL OF ENTREPRENEURSHIP

BUSINESS PLAN

THE FLOWER'S BRIDAL HOUSE

PREPARED BY:

EVALEN JOSMEN	2011959455
CELESTY GUSIBIH	2011507361
BELEND A FAUNGIN	2011195615
RYNINETYE TORUK	2011918497
NORSAKELA RAIS	2011193257

LECTURER'S NAME: SHARIFAH UURAFIZAH SYED ANNUAR

ACKNOWLEDGEMENT

First of all, we will like to thankful with the Almighty God because we are able to finish our business plan with His blessing in our effort.

We are also thanks to our family for being so helpful and supportive during doing this business plan and especially from the financial supportive.

We wish to acknowledge our sincere gratitude to our lecturer Madam Sharifah Nurafizah, for her encouragement, guidance throughout the completion of our business plan. We like to thanks her for all her advices, patient, support and guide in the course of completing this business plan. Without her, we unable to successfully completing this plan.

Not forgetting to our classmates and friends from different course who are sharing knowledgement and information in the help of doing research.

Last but not least, to all our team members, thank you for the efforts, times, support, patience and contribution in doing this plan and make it reality. Without contribution from each of us we might not be able to complete this business plan.

Regards,

(The Flowers Bridal-House)

Table of Contents

1.1.ABSTRACT..... 6

1.2. VISION..... 6

1.3 MISSION..... 6

1.4.OBJECTIVE 7

1.5.PURPOSE OF BUSINESS PLAN 7

1.6.BUSINESS BACKGROUND..... 8

1.7.BUSINESS LOCATION..... 9

1.8.COMPANY’S LOGO 10

2.0. INTRODUCTION OF ADMINISTRATION PLAN 22

2.1. ORGANIZATION CHART 23

2.2. LIST ADMINISTRATIVE PERSONNEL..... 24

2.3 SCHEDULE OF TASK AND RESPONSIBILITIES..... 24

2.4. SCHEDULE OF REMUNERATION 27

Table 2.1.1 27

2.5. LIST OF OFFICE EQUIPMENT AND SUPPLY 29

Table 2.5.1 30

2.6. ADMINISTRATION BUDGET 31

Table 2,5,2 32

3.0. Introduction to marketing..... 34

3.1. OBJECTIVES..... 35

3.2. PROFILE OF SERVICE..... 35

3.3.PACKAGES 36

Table 3.4.1 37

3.5. TARGET MARKET 38

3.6. MARKET SIZE 39

3.7. COMPETITION 39

3.8. MARKET SHARE..... 42

Figures 3.8.1.....	42
Figure 3.8.2	43
3.10. MARKETING STRATEGIES	45
3.10.1. Price strategy.....	45
Tables 3.10.1.....	46
3.10.2. Distribution strategy.....	46
3.10.3. Customer strategy	46
3.10.4. Services strategy	47
3.10.5. Location strategy.....	47
3.10.6. Promotion strategy	47
3.11. MARKETING BUDGET.....	49
Table 3.11.1	50
4.0 INTRODUCTION	52
4.1. OPERATIONAL OBJECTIVES	53
4.2 OPERATION HOURS.....	54
4.3 OPERATIONAL PROCESS.....	55
4.4 PROCESS FLOWCHART	56
4.5 WEDDING DAIS AND THEMES.....	59
4.5.1 Dais decoration	59
4.5.2 Hall decoration.....	60
4.6 MATERIAL REQUIREMENT.....	62
4.6.1 WEDDING DRESS.....	62
4.6.2 Make up and hairs.....	69
4.6.3 Silk.....	70
4.6.4 Other materials	71
4.7. LIST OF MACHINES AND EQUIPMENT	73
Table 4.7.1.	73
4.9. OPERATIONAL LAYOUT	74
4.10. OPERATION OVERHEAD	77
4.9.1.Machine Equipment	77
Table 4.9.2	77
Table 4.9.2	78

1.1.ABSTRACT

As marriage are very important event in a couple's life. Everyone is having their own dream of a wonderful and amazing marriage ceremony for once in a life time. Therefore, we hope to fulfill the couple's dream come true. We were providing packages wedding plan services to the couple that will marry. The packages that we offer are affordable and fabulous to our beloved customer. The uniqueness of our services is, we provide luxurious car for the bride and groom who does not have one to make the event more wonderful.

1.2.VISION

Our vision is to make the married couple to- be dream came true. We also want to make wedding event as unforgettable memories for the couple. Furthermore, we want to attract more customers to use our services. In addition, we want to create something new, different, unique and also creative for wedding event decoration with affordable prices to the customers.

1.3 MISSION

Our mission is to achieve first class in wedding planner in the world and become organizations that have efficiency and affective services. Besides that, we can gain more profits. We also want to expand our company and to listen to our customer needs and help them to create the event that their want and dreamt. We also want to satisfy our customer needs by giving them our best services.