



ENTREPRENEURSHIP
(ETR 300)

RAINBOW FLORIST ENTERPRISE

PREPARED FOR :
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RAINBOW FLORIST ENTERPRISE

*Lot 741, Berek12, Jalan Hospital, 15000 Kota Bharu, Kelantan.
Tel: 09-7440648*

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PREFACE

Bismillahirrahmanirrahim,

In the name Allah, the Most Beneficient, the Most Merciful, all praise to Allah and peace be upon the Holy Muhammad S.A.W., his family and his companions.

The Almighty in giving the opportunity to finish our ETR 300. For this ETR 300, we have to analyze and do some research in detail in order to complete our project, that we are going to set up.

Besides that, with this Business Planning, we hope that we will be successful Bumiputra businesswomen. With this project, it gives us to be more independence, co-operation and willing to take any risk in preparing ourselves to be professional businesswomen in future.

Finally, we would like to thank to all people that involve in finishing this project whether internal or external.

May this little effort of us enriches UiTM educational materials particularly in ETR 300.

General Manager,
RAINBOW FLORIST ENTERPRISE
Che Nor Emelia Binti Ab Halim



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RECOGNITION

Alhamdulillah....

The Almighty in giving us to finish this Business Planning (RP). Without the morale support that given to us, we don't think that we can finish this Business Planning in the right time. Our group would like to take this opportunity to thank you all the people that helps us in finishing this project. Not forgetting we would like to thanks to UiTM library for some information that give it to us in finishing this project. We also would like to thanks to those people :

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1.0 INTRODUCTION

We are known as RAINBOW FLORIST ENTERPRISE, is a partnership business located at Lot 741, Berek 12, Jalan Hospital, 15000 Kota Bharu, Kelantan. Our business is expected starting the operation on 1st January 2001.

RAINBOW FLORIST ENTERPRISE sells various of fresh flowers and artificial flowers for customers satisfaction. We also provide services such as flowers for wedding package, hotel events, delivery on request for fresh flowers and so on. Our business also make a contract with government department and private company to provide decoration flowers for their offices.

Our business location is strategic because it is not far from town, Kota Bharu and also situated near the Hospital Besar Kota Bharu, Stadium Sultan Muhammad IV, primary school, Perdana Hotel, Sutera Inn Hotel, housing area and so on.

This type of business is not familiar business especially in Kelantan. So, we take this opportunity and initiative to develop and involve in this business sector. We fulfill the demand of customers from the whole Kelantan state.

In facing the sophisticated technology, it is required the fastest and full quality of services. So that, we hopefully we can expand our business to another countries by having several branches in Malaysia.