



UNIVERSITI TEKNOLOGI MARA

FUNDAMENTALS OF ENTREPRENEURSHIP
(ENT 300)

BEKA FAIRIES FLORIST

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1.0 INTRODUCTION

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BUSINESS BACKGROUND

1.0 INTRODUCTION

The name of our company is BEKA Fairies Florist. As we all know, there is very rare shop that selling fresh flower as their main product in the market. Flower will be the main product in our shop. Our shop would like to fulfill customer's demand. We choose to sell fresh flower in our shop because flowers call also contribute to better physical, mental and emotional health. The surprisingly research also revealing the many ways plants and flowers can affect our health and happiness.

BEKA Fairies Florist or BFF shop located at Shop Corner Ground Floor, Lorong D Sulaman 88450, Kota Kinabalu. This location is strategic because of its environment whereby D Sulaman is surrounded by housing area, business area and office area Besides that, the transportation is very easy to get and easy to get parking when customer come here. We choose to open our business here because this place very strategic and the rental price are affordable.

Our target market is people around Sabah and resident of Kingfisher Sulaman, University Condo Apartment's resident, University Apartment 1's resident, University Apartment 2's resident, Office area in Sulaman and also Rimbun Hijau's resident. Nowadays, people like to use fresh flower to decorate their house and in their office.

Our business will start in June 2013. We choose this month to run our business because we have to arrange our shop beautiful and attractive for our customer comfort. Besides that, we want our shop is better known in Sabah for our services that we provided to them.

MARKETING PLAN

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