



اَبُو سَيِّدِي تَيْكُو لُو كِي مَارَا
UNIVERSITI
TEKNOLOGI
MARA

FACULTY OF ADMINISTRATIVE SCIENCE AND POLICY STUDIES

DIPLOMA IN PUBLIC ADMINISTRATION (AM110)

AM110 5F

FUNDAMENTALS OF ENTREPRENEURSHIP

ENT 300

CLIQUE VINTAGE CULTURE FLOWER SHOP

FLOWERS

PREPARED FOR:

ROZIEANA BINTI A HALID @ KHALID

PREPARED BY:

ALYA JAZMINE BINTI ABDULLAH	2018294212
NUR ADILA BINTI MOHAMED FAUZI	2018891694
NURSYUHADA BINTI IBRAHIM	2018241302
NOR SHAHIRAH BINTI ROZALLI	2018257514
MASLIZA BINTI MANSUL	2018409656

DATE OF SUBMISSION:

27 JANUARY 2021

Contents

LETTER OF SUBMISSION	4
ASSIGNMENT PROJECT DECLARATION FORM	5
ASSIGNMENT PROJECT DECLARATION FORM	6
ASSIGNMENT PROJECT DECLARATION FORM	7
ASSIGNMENT PROJECT DECLARATION FORM	8
ASSIGNMENT PROJECT DECLARATION FORM	9
EXECUTIVE SUMMARY	10
1. Business Background	11
1.1 <i>Vision and Mission</i>	11
1.2 <i>Organizational Chart</i>	12
1.3 <i>Logo and Motto</i>	13
2. Owner Background	14
2.1 <i>Manager</i>	14
2.2 <i>Administration Manager</i>	15
2.3 <i>Marketing Manager</i>	16
2.4 <i>Operation Manager</i>	17
2.5 <i>Financial Manager</i>	18
3. Administration Plan	19
3.1 <i>Introduction (Administration Objectives)</i>	19
3.2 <i>Manpower Planning</i>	21
3.3 <i>Schedule of Task and Responsibilities</i>	21
3.4 <i>Schedule of Remuneration</i>	23
3.5 <i>Office Furniture, Fitting and Office Supplies</i>	24
3.6 <i>Administration Budget</i>	26
4. Marketing Plan	27
4.1 <i>Introduction (Marketing Objectives)</i>	27
4.2 <i>Description of Products</i>	29
4.3 <i>Target Market</i>	31
4.4 <i>Market size</i>	33
4.5 <i>Competitors</i>	34
4.6 <i>Market Share</i>	35
4.7 <i>Sales Forecasting</i>	37
4.8 <i>Marketing Budget</i>	41
5 Operational Plan	42
5.1 <i>Introduction (Operational Objectives)</i>	42
5.2 <i>Process Planning for Manufacturing</i>	44

LETTER OF SUBMISSION

Diploma in Public Administration
Faculty of Administrative Science and Policy Studies
Universiti Teknologi MARA Cawangan Pahang
26400 Pahang

27 JANUARY 2021

Madam Rozieana Binti A Halid @ Khalid
Lecturer of Fundamentals of Entrepreneurship (ENT300)
Faculty of Business Management
Universiti Teknologi MARA Cawangan Pahang
26400 Pahang

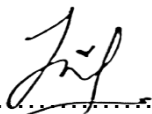
Madam,

Submission of the Business Plan (ENT 300)

Attach is the business plan title “**Clique Vintage Culture Flower Shop**” to fulfill the requirements as needed as university requirements.

Thank you,

Yours sincerely



.....
ALYA JAZMINE BINTI ABDULLAH
General Manager

EXECUTIVE SUMMARY

The Clique Vintage Culture Flower Shop is a new business that sells many kinds of flower and bouquet with the tagline “Our Flowers Create Emotions” so that it can create a positive and memorable tagline that sticks in the customer’s head. The form of this business is a new partnership business which is established on 15 September 2021. The type of this business is in a floral industry and the main activity is specialized in selling and arrangement of flowers. The owner of this business includes the General Manager, the Administration Manager, the Marketing Manager, the Operation Manager and the Financial Manager which will manage this business.

Moreover, this business capital is amounted to RM162,482 which is borrowed from bank as a loan and a few from personal cash. Clique Vintage Culture Flower Shop is a business that sells many kinds of artificial and dried flowers that is operating in Malaysia. We choose this business name because it is unique and it is easy for the people to pronounce and remember. The reason that we want to set up this kind of business is because of our love and passion towards flowers and we want to share it with other people too so that it can make their day. This business will be selling flowers at a more affordable price for all people especially to the people who loves flower.

The product and services that this business offered besides selling and arrangement of flower, is also custom design for flowers. So, the customers can customise their flowers according to their preference. So, this business will offer a unique arrangement of flowers for the customers and it is different from other flower shop. The location of this business will be located at D6, 03-04, Persiaran Multimedia, Tamarind Square, 63000 Cyberjaya, Selangor. The reason for choosing this location is because it is a strategic place that led to a less competition that can attract many people such as flower lovers, partners and so on. So, Clique Vintage Culture Flower Shop business has a bright future in the upcoming years.

1. Business Background

Table 1.0 Business Background

Name of the Business	Clique Vintage Culture Flower Shop
Business Address	
Correspondence Address	
Website	
E- mail	
Telephone Number	
Fax Number	
Form of Business	Partnership business
Main Activity	Specialized in selling and arrangement of flowers
Date of Commencement	15 September 2021
Date of Registration	12 December 2020
Registration Number	201103112543 (007623296-A)
Name of Bank	Maybank
Bank Account Number	

1.1 Vision and Mission

1.1.1 Vision is to become a well-known flower shop business with well-designed flower arrangement that can meet the customers expectation and bring smile on everyone face.

1.1.2 Mission is to offer a quality floral product at an affordable price and meet the customer's need by providing a unique and fresh flower arrangements for the customers.