



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:**

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**PREPARED BY:**

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**DATE OF SUBMISSION:**

**27 JANUARY 2021**

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## 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

<b>Name of the Business</b>	<b>Clique Vintage Culture Flower Shop</b>
<b>Business Address</b>	<b>D6, 03-04, Persiaran Multimedia, Tamarind Square, 63000 Cyberjaya, Selangor</b>
<b>Correspondence Address</b>	<b>D6, 03-04, Persiaran Multimedia, Tamarind Square, 63000 Cyberjaya, Selangor</b>
<b>Website</b>	<b><a href="http://www.cliquevintage.com.my/">http://www.cliquevintage.com.my/</a></b>
<b>E- mail</b>	
<b>Telephone Number</b>	
<b>Fax Number</b>	
<b>Form of Business</b>	<b>Partnership business</b>
<b>Main Activity</b>	<b>Specialized in selling and arrangement of flowers</b>
<b>Date of Commencement</b>	<b>15 September 2021</b>
<b>Date of Registration</b>	<b>12 December 2020</b>
<b>Registration Number</b>	<b>201103112543 (007623296-A)</b>
<b>Name of Bank</b>	<b>Maybank</b>
<b>Bank Account Number</b>	

### **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.