



اَوْنِيُوْ سِيْطِيْ تِيْكَوْ لُوْ كِيْ مَارَا
UNIVERSITI
TEKNOLOGI
MARA

FACULTY OF APPLIED SCIENCES

DIPLOMA IN SCIENCE (AS120)

AS1205E

FUNDAMENTALS OF ENTREPRENEURSHIP

ENT 300

PEOPLE OVER FLOWER

DECOR PLANTS

PREPARED FOR:

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LETTER OF SUBMISSION

Diploma in Science (AS120)
Faculty of Applied Sciences
Universiti Teknologi MARA Cawangan Pahang
26400 Pahang

25th DECEMBER 2020

Madam Faizan Hj. Abd Jabar
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 **“PEOPLE OVER FLOWER – DECOR PLANTS”** to fulfill the requirements as needed as university requirements.

Below is the list of the group members that involved in completing this business plan:

FARAH AN-NISA BINTI MOHD KASSIM	2018639746
AISHA LATEEFAH BINTI MOHD LOTFI	2018418522
INTAN BAHYIAH BINTI TUAN JAAFAR	2018254078
NUREEN HADA BINTI ABD WAHAB	2018882852
BALQIS BINTI ZAHRULAIL	2018231322
WAN UMMU ANISAH BINTI WAN AZLI	2018273742

Thank you,

Yours sincerely



.....
(FARAH AN-NISA BINTI MOHD KASSIM)
General Manager of People over Flowers

ACKNOWLEDGEMENT

In the name of Allah, The Most Gracious and Most Merciful, upon the successful completion of this business plan assignment for the course ENT300, Fundamentals of Entrepreneurship. We are grateful as we can complete the task assigned to us in the time duration given as a team.

First and foremost, we would like to express our gratitude to our lecturer for this ENT300 course, Madam Faizan Hj. Abd. Jabar for her guidance and encouragement in helping us during the process in completing this business plan assignment. She has given us useful advice and feedback for us to fix the impairments in our business plan so that we can submit a proper business plan.

We also would like to address this special thanks to our group members that have been showing a lot of effort and being cooperative during the process of completing this assignment. We have been very committed while finishing this task and be helpful towards each other in order for us to successfully finalize the completion of our business plan.

Furthermore, we also would like to show our gratitude towards our parents for their encouragement and support for us to complete this assignment. They have been very supportive which has driven us to be more motivated to complete this business plan.

Last but not least, we also want to thank our classmates for their kindness answering the question for us and share the important information that they gained in our class WhatsApp group. Also, thanks to the people that have directly or indirectly been involved upon our completion of this business plan.

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EXECUTIVE SUMMARY

People over Flower is a type of business of partnership company where we consist of six staff, each holding important positions in the company. The General Manager is Farah An-Nisa binti Mohd Kassim, the Administration Manager is Aisha Lateefah binti Mohd Lotfi, the Marketing Manager is Balqis binti Zahrulail, the Operational Manager are Intan Bahiyah binti Tuan Jaafar and Nureen Hada binti Abd Wahab and Financial Manager is Wan Ummu Anisah binti Wan Azli. The business capital used for starting our business is RM 208,128. Our team consists of members that are capable of doing business in the plant industry.

Our business's purpose is to sell plants which include the indoor type and outdoor type plants that can be used for decorating their houses for a minimalistic concept and can be a part of decoration for a wedding dais for the bride and groom. We also offer our customers to make a bouquet of plants to be given as gifts to their loved ones. It is a unique choice of gifts rather than the mainstream choice of giving a bouquet of colourful flowers. Our business is located in Klang Valley which is a strategic location that can attract many customers. It is easy to track on the map and can be found easily by people that wish to visit our shop as the place is in the town.

People Over Flower are expecting much attention from people, especially from those who prefer a minimalistic gift for their friends or family and those who love the decoration for wedding dais with the theme of nature and plants. The price that we offer to our customers for our products and service are affordable and reasonable as the quality we present them. We have utilized the use of the internet and social media to promote People Over Flower to let people know about our brand. We also made sure that our plants that are being ordered by our customers are always in a good condition and fresh when it is received by our customers.