



اَوْبُوْ سَيِّدِيْ تِكْنُوْلُوْجِيْ مَارَا
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ENT 300: FUNDAMENTAL OF ENTREPRENEURSHIP

ASSIGNMENT 3: BUSINESS PLAN

REGREW THE LOVE: PLANT NURSERY



AS1205E

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LETTER OF SUBMISSION

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Madam,

Submission of the Business Plan (ENT 300)

Attach is the business plan title “**REGREW THE LOVE- PLANT NURSERY**” to fulfil the requirements as needed as university requirements.

Thank you,

Yours sincerely



ADLINA BINTI ROSLI
General Manager

ACKNOWLEDGEMENT

First and foremost, we would like to give our greatest gratitude to the creator, Allah SWT, for giving us this opportunity to present our ideas.

Our parents had played an important part in bringing us to where we are now. Without them, we would not have found these new knowledges and learning more as days go by. Being our strongest pillar through these hard-pandemic times, they really assisted us through.

Next, we would give a special thank you to our ENT 300 lecturer, Madam Faizan Binti Hj Abd Jabar_for sacrificing and spending her time in helping us make this business plan a success. This work required assistance and Madam Faizan had helped us all throughout the project. She gave us new information and guideline to make this project a success.

Our group members are no exception on making this work run smoothly. We worked together during ups and downs from the beginning. Each did their work very perfectly, complimenting each other.

Our batchmates had also given us some examples and guideline in certain areas in this project. They asked questions themselves and shared all information they received which was helpful to us.

Indirectly, we would also like to share our gratitude to Stranger`s which inspired us to make this business. The hard work and dedication that this company showed had touched our hearts into taking risks and do what we feel needs to be done.

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EXECUTIVE SUMMARY

This report talks about, a planting-based company name Regrew the Love. The company is in Cameron Highland, aims to bring back the impact of gardening and planting in the society as a step to help heal mother nature. The business focuses on both flowering and edible plants although certain other planting type greeneries are offered. Not only that, the business also offers the basic necessities for planting such as gardening equipment, flowerpots, soil etc. the owner, Rabiatul, wants to encourage the youngsters and folks to give more attention to the now critical condition of the nature. Getting inspiration from the green surrounding in Cameron Highland, the owner inspires to be one of the best nursing plant business out there. The main catalyst for Rabiatul, is when she found out about another plant nursery company in The United States of America named Strange`s found by Gideon A. Strange.

In this, the financial plan for the company is attached where the general layout for the financial of the company can be recorded and noted. Operational, marketing and administration planning is also included. As a company that only produces face-to-face interaction, the total income and future planning can be organized more efficiently. Preparing customized made products such as pots are also an advantage to the company.

1. Introduction

As modern day become more and more advanced, people are often surrounded by gadgets compared to the greeneries of the world. So, we decided to start making a change in the society, bringing back all the gardening habits. Regrew the love is a company located in Cameron Highland provide necessary assistant to customer in all expects for planting activities. The company that is owned by Rabiatul Adawiyah starts its business days on 25th December 2020 which was 4 months after its registration which was on the 6th of august 2020. The company hopes to see that many customers that would go to the shop will come again more frequently and start planting love in gardening in their hearts. The main objective of the shop is to cultivate the value of love the mother nature in the customer`s soul. The idea of replanting the love for plants in the society`s heart aside from wanting to educate the people to grow more plants as a step to save mother nature.