



اَوْنِيُوْرَسِيْتِيْ بِاْتِيْكْنُوْلُوْجِيْ مَارَا
UNIVERSITI
TEKNOLOGI
MARA

FACULTY OF ACCOUNTANCY

DIPLOMA IN ACCOUNTING (AC110)

ENT 300: FUNDAMENTALS OF ENTREPRENEURSHIP

BUSINESS NAME: BLOOMINGU

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LETTER OF SUBMISSION

Diploma in Accountancy (AC110)
Faculty of Accountancy
Universiti Teknologi MARA Cawangan Pahang
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14 JANUARY 2021

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Lecturer of Fundamentals of Entrepreneurship (ENT300)
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Madam,

Submission of the Business Plan (ENT300)

Attach is the business plan title "BloomingU" to fulfil the requirements as needed as university requirements.

Thank you.

Yours sincerely,

Hasna

(NUR ATIQA HUSNA BINTI ABDUL BASEK)
General Manager, BloomingU

ACKNOWLEDGEMENT

First and foremost, praises and thanks to Allah, the Almighty, for the blessings throughout our project to complete successfully.

We would like to express deep and sincere gratitude to our lecturer Madam Fahazarina that guide us from the start and always providing invaluable guidance whenever we needed the most. She had taught us to do the project and to present the project as clearly as possible.

We are extremely grateful to our parents for their love, prayers, caring and sacrifices for educating and preparing us for our future. We are very much thankful to our classmates and friends for their love and support.

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EXECUTIVE SUMMARY

BloomingU is a form of business based on a partnership of 5 members who play an important position such as general manager, administration manager, operational manager, marketing manager, and financial manager. The business capital is RM 450,000 where the contribution of each member is RM 82,000.

Our company provides fresh flowers and also deliver it according to our customer demand. Our store BloomingU with our motto “Let your life blooms with a flower” located at No 21, Jalan Hang Kasturi, Pasar Seni, 50050 Kuala Lumpur, Wilayah Persekutuan.

BloomingU is a company where we provide a service where you can customize your flower bouquet and mix the flowers according to what you desire. We also provide a delivery service and send a large amount of bouquet of flowers for a special occasion such as birthday party, wedding reception and celebration day. We also provide a small bouquet for the customer to provide a variety of choices.

We choose Pasar Seni as our business location for a reason. Pasar Seni is located at the central market which is one of the tourist favorite locations and a crowded area that has a high population.

We hope our shop can deliver high-quality services and fresh flowers that people will recognize and will be known domestically and across nationwide.