



اُنْبُوْا سِيَّتِي تِيَكُوْا لُوْكِيْنَ مَبَادَا
UNIVERSITI
TEKNOLOGI
MARA

FACULTY OF BUSINESS MANAGEMENT

DIPLOMA IN BUSINESS STUDIES (BA111)

BA111 5C

FUNDAMENTALS OF ENTREPRENEURSHIP

ENT 300

LUNA PETUNA

FLOWER ARRANGEMENT & DELIVERY SERVICES

PREPARED FOR:

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LETTER OF SUBMISSION

Diploma in Business Studies (BA111)
Faculty of Business Management
Universiti Teknologi MARA Cawangan Pahang
26400 Pahang

21 JANUARY 2021

Miss Norulhuda Tajuddin
Lecturer of Fundamentals of Entrepreneurship (ENT300)
Faculty of Business Management
Universiti Teknologi MARA Cawangan Pahang
26400 Pahang

Miss,

Submission of the Business Plan (ENT 300)

Attach is the business plan title “**LUNA PETUNA CORPORATION – FLOWER SHOP**” to fulfill the requirements as needed as university requirements.

Thank you,

Yours sincerely

.....
Aiman Nurhakim bin Hasan
General Manager

EXECUTIVE SUMMARY

Luna Petuna Inc. offers We specialize in all areas of floral design, and offer a wonderful selection of fresh, dry and silk arrangements services for every occasion. Luna Petuna believes there is an opportunity to use technology to make it simple for our customer to easily purchase custom flower arrangements, with same day delivery service they determine in advance, for their loved ones. The company plans to approach its goal by targeting teens and adult aged from 18 to 50 years-old around 20km radius of Bandar Kuantan. Luna Petuna will differ from other florist by cultivating personal relationship through the use of technology and marketing, delivering exceptional customer service. Ideally the company offers various type of flowers and it is also can be customizable so that can meet our customer preferences.

Our store is located in Chinatown Putra Square 2 which prominent as strategic location since its located in between two busy Shopping Mall in Kuantan. Putra Square known as one of the busiest commercial-hub in town which is a popular location for great foot traffic which gives us advantage to display our aesthetic flower and make a great window display to attract customer in the mean-time will encourages impulse sales and piques the curiosity of potential customer

The head of management team is Aiman Nurhakim bin Hasan who is responsible for coordinating and organizing the team. The general manager empowered by capable and exceptional managers which are Nur Anis Alya binti Mohd Ruslan as the administration manager, Nur Aqilah binti Ahmad Peiruz as our marketing manager, Andrieyany Nurnabiha Natasha binti Amzan as our operation manager and lasty our financial manager, Nur Alya Aqilah binti Mohd Tamrin. All of our managers had a good education background and also had a decent working experience in their field previously which believe will enhance our productivity with our very own unique skills and abilities. Thus, our team will achieve the desired objective for Luna Petuna.

1.0 BUSINESS BACKGROUND

Table 1.0 Business Background

Name of the Business	Luna Petuna Corporation
Business Address	Luna Petuna Corp, Level 1, Jalan Putra square 2, Chinatown Kuantan, Pahang
Correspondence Address	Luna Petuna Corp, Level 1, Jalan Putra square 2, Chinatown Kuantan, Pahang
Website	
E- mail	
Telephone Number	
Fax Number	
Form of Business	Partnership
Main Activity	Flower arrangement & delivery
Date of Commencement	3.1.2018
Date of Registration	23.12.2017
Registration Number	002015700-X
Name of Bank	Maybank Berhad
Bank Account Number	