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UNIVERSITI
TEKNOLOGI
MARA

TRULLY FLORIST (CUSTOM BOUQUET)



FACULTY	FACULTY OF HOTEL & TOURISM MANAGEEMENT
GROUP	HM2611A
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SEMESTER	1
GROUP NAME	TRULLY FLORIST
GROUP MEMBERS	<ol style="list-style-type: none">1. MOHAMMAD AIMIN BIN KHAMIS (2025227392)2. WAADIYAH BINTI ALIYAS@ASHAARI (2025430384)3. NUR DAYANA MARSYA BINTI SRIPUDIN (2025419412)4. IZZAT YUSUF AFFANDY BIN AZLAM (2025483416)5. NUR SYAZUREEN FARAHANI BINTI SAIFOL BHRIN (2025421574)6. MUHAMMAD RIDHUAN BIN MOHAMMAD RIZAL (2025246982)

PREPARED FOR: SIR MUHAMMAD ZAIM BIN MOHD SALLEH

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TABLE OF CONTENTS

CONTENT	PAGE NUMBER
COVER PAGE	1
ACKNOWLEDGEMENT	3
1. EXECUTIVE SUMMARY	4
2. COMPANY PROFILE	5
3. INDUSTRY ANALYSIS	6-11
4. PRODUCT OR SERVICE DESCRIPTION	12-14
5. MARKET ANALYSIS AND STRATEGY	15-18
6. OPERATIONS PLAN	19-26
7. MANAGEMENT TEAM & COMPANY STRUCTURE	27-28
8. FINANCIAL PROJECTION	29-32
9. PROJECT MILESTONES	33-34
10. REFERENCES	35

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We would also like to thank one another for the excellent cooperation and for being responsible in fulfilling our respective duties to ensure the completion of this business plan assignment. This collaboration has not only helped us complete the task but has also significantly increased our confidence, knowledge, and skills, leaving a positive impact on our personal development. Once again, we truly thanks to Allah SWT, our lecturer, our beloved parents, our teammates, and our classmates for their unwavering support in making this project a success.

1.0 EXECUTIVE SUMMARY

Trully Florist is a newly established custom bouquet business that will start full operations on 1 February 2026. Our business is strategically located at Eco Grandeur, Puncak Alam, Selangor. Universities, residential communities, and young working adults surround this area. Trully Florist runs within the Malaysian floriculture and floral retail industry, where specializing in customized flower bouquets that allow customer to express thier emotions, messages, and sentiment through personalized floral designs.

Trully Florist have missions to create meaningful emotional connections by transforming flowers into personalized expressions of love, appreciation, celebration, and remembrance. Our company aims to become the preferred custom bouquet provider in Puncak Alam by delivering high-quality floral arrangements, excellent customer service, and creating designs that reflect each customer's unique preferences and budget.

Trully Florist offers a wide range of products and services such as hand-tied bouquets, large bridal bouquets, vase arrangements, and event-specific floral decorations. Customers can customize thier bouquest, such as, flower types that they want, colours, wrapping styles, and overall bouquets designs. The business also provides added services such as online ordering, schedule delivery, and bouquet customization through digital platform. The cost of product varies from RM70 to RM350, depending on bouquet size, flower selection, and design complexity. This positions Trully Florist as a mid-range to high-end flower company that emphasizes quality, personalization, and emotional value.

The competitive advantages of Trully Florist come from its strong emphasis on customisation, creative flower design, and customer-centered service. Unlike mass-produced bouquets from supermarkets or limited-design online florists, Trully Florist allows customers to actively participate in the design process, ensuring that each bouquet is unique and meaningful. The strategic locations near UiTM Puncak Alam, combined with strong digital marketing through Instagram, TikTok, and WhatsApp, further strengthen the company's ability to reach its target market effectively.

The Malaysian flower-growing business is still growing, and the market value is projected to exceed RM5 billion. The industry's growth is driven by increasing demand for personalized gifts, social media influence, and event-based consumption. Trully Florist targets customers aged 18 to 40, including university students, young couples, families, and corporate clients. Our target customers often buy flowers for graduations, special occasions and wedding events. This creates consistent demand throughout the year.

2.0 COMPANY PROFILE

2.1 COMPANY BACKGROUND



Figure 1: Company Logo

Trully Florist is a new business that started in October 2025 and would start opening in February 2026 that located in Puncak Alam. The reason we open a custom bouquet business is to cope we the high demand of custom flower bouquet in Puncak Alam. We make a custom flower bouquet that suit we customer preferences so that they can express their deep emotion and messages to their loved ones because flowers have a “language” and specific blooms and colours that convey distinct sentiments. By customizing it, allows the sender to craft a nuanced message to the other person, whether it is passionate love, admiration, and friendship. Our vision is to bring joy and create an emotional connect of our customer to their loved one by letting them express their emotion using flowers. Also, we hope that we becoming go-to destination for our customer that want to custom flower bouquet and build a connection with our customer.

2.2 COMPANY BACKGROUND

Company Name	Trully Florist
Business Address	ECO GRANDEUR, NO.33G, Jln ECO GRANDEUR 1/8 A, 42300 Puncak Alam, Selangor
Telephone Number	+6021346587
Fax Number	+6036478491
Email	Trullyflorist@gmail.com
Form of Business	Solepartnership
Main Activity	Custom Flower Bouquet and Delivery
Date of Commencement	1 st October 2026
Registration	SA02815471-A
Date of Registration	2 nd February 2026

3.0 INDUSTRY ANALYSIS

The business works in the floral and gift sector, which specializes in creating and marketing flowers for social, ceremonial, and private functions. Flower stores, online florists, and gift service providers are all part of this business. Because it emphasizes customized arrangements based on customer preferences and emotions, a custom bouquet flower business is classified within the specialty retail and creative services section.

Our business runs within the floriculture and floral retail industry, which is a sub-sector of the larger gift, lifestyle, and event-related industry. The production, design, and marketing of flowers for ceremonial, emotional, and decorative reasons is the focus of this industry. Custom bouquet businesses specifically fall under the specialty floral services segment, where creativity and personalization play a key role.

The floral industry is intricately connected to human emotions and social traditions. Flowers are commonly used to express love, celebration, and support. Because of this, the industry stays relevant across cultures and generations, making it a meaningful business.

3.1 CUSTOMER DEMAND

The customer demand of this industry in Malaysia has been separated into two categories which is The Gen Z & Millennials crowd and The Premium & Corporate crowd:

1. The Gen Z & Millennials crowd is most likely to buy flowers not because they want it but as a prop for social media. They prefer “The Korean Style” bouquet since it involves multi-layered wrapping paper that looks perfect and airy. This bouquet is usually used during convocations, Valentine’s, and “Just Because” dates.
2. The Premium & Corporate crowd is those who value status, freshness, and sustainability. They would usually prefer Premium Orchids or Temperate Flowers since they are mesmerized by the beauty and aesthetic of the flower. This bouquet is usually used during weddings and corporate gifting.

3.2 INDUSTRY CHALLENGES

LABOR CRISIS – This is the biggest operational risk since this industry relies heavily on foreign labor. Government policies aiming to reduce the foreign workforce (targeting 15% by 2030) are creating acute shortages and reducing potential yield. Due to this, many businesses must do the cleaning, de-thorning, and delivery by themselves in the beginning.

CLIMATE CHANGES – The unpredictable weather patterns, including extreme rainfall in the highlands, have led to increased pest outbreaks and crop damage, costing the agriculture sector millions annually. Other than that, Malaysia is also hot, and deliveries via Grab/Lalamove can kill a fresh bouquet in 30 minutes if it gets stuck in traffic.

3.3 MARKET SIZE

Market size helps our business in estimating the number of people that we can expect before we launch our business. It also helps in having a better understanding of our own market share and knowing our company's position ranks against our competitors, so that we can develop strong marketing strategies to reach more potential customers. The Malaysian floriculture industry is on track to cross a financial threshold, growing from RM 4.86 billion in 2024 to a projected RM 5.09 billion in 2025. With rising demand for personalized floral gifts and decorative arrangements, the industry is expected to grow strongly in the coming years.

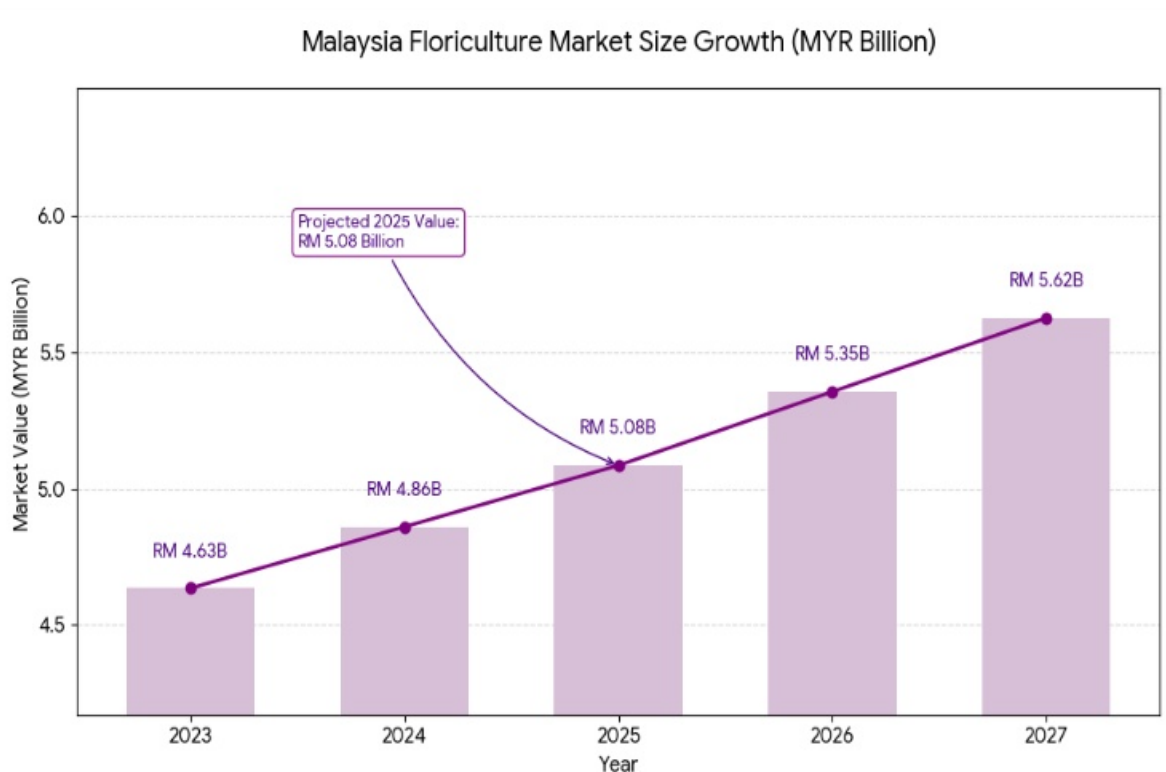


Figure 2: Market Size Growth

It is also estimated that there are thousands of sellers who sell it physically from home-based to big companies such as Flower Chimp and BloomThis. In Kuala Lumpur alone, there are an increase of 28% registered flower businesses recently, making the charts is getting bigger.

3.4 GROWTH RATE

Based on information that was found from the internet, over the last three years, the floriculture industry in Malaysia which includes businesses offering custom bouquet services has experienced steady and growth. This ongoing expansion reflects strong and consistent demand for flowers used in gifting, decoration, and extraordinary events. Overall, these trends suggest that the floriculture industry stays healthy, stable, and supportive for the growth of custom bouquet businesses like ours.

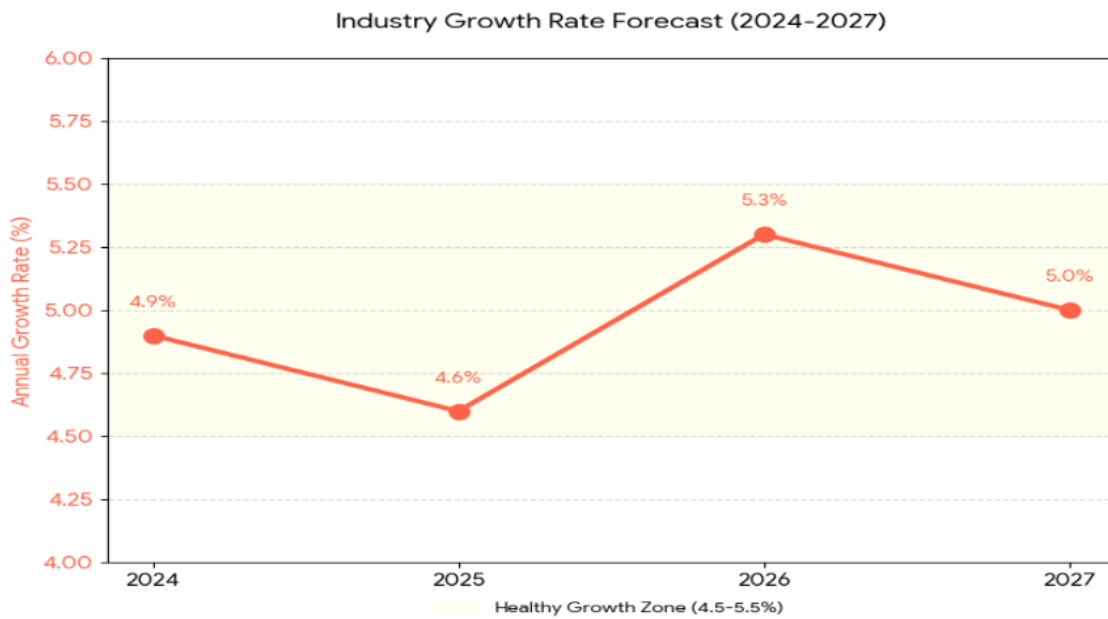


Figure 3: Industry Growth Rate

The growth rate can be seen as consistently staying within the “Healthy Growth Zone” of 4.5% to 5.6%. This shows a stable market that is expanding reliably. The tick up in 2026 suggests confidence in the future market expansion of this industry.

3.5 SALES PROJECTION

The floriculture industry in Malaysia, which includes custom bouquet services, shows strong future market potential due to the stable industry growth and increasing demand for personalized floral products. Industry forecasts highlighted that the market is growing at an average rate of 3–4 percent annually, driven by gifting culture, extraordinary events, and online purchasing trends.

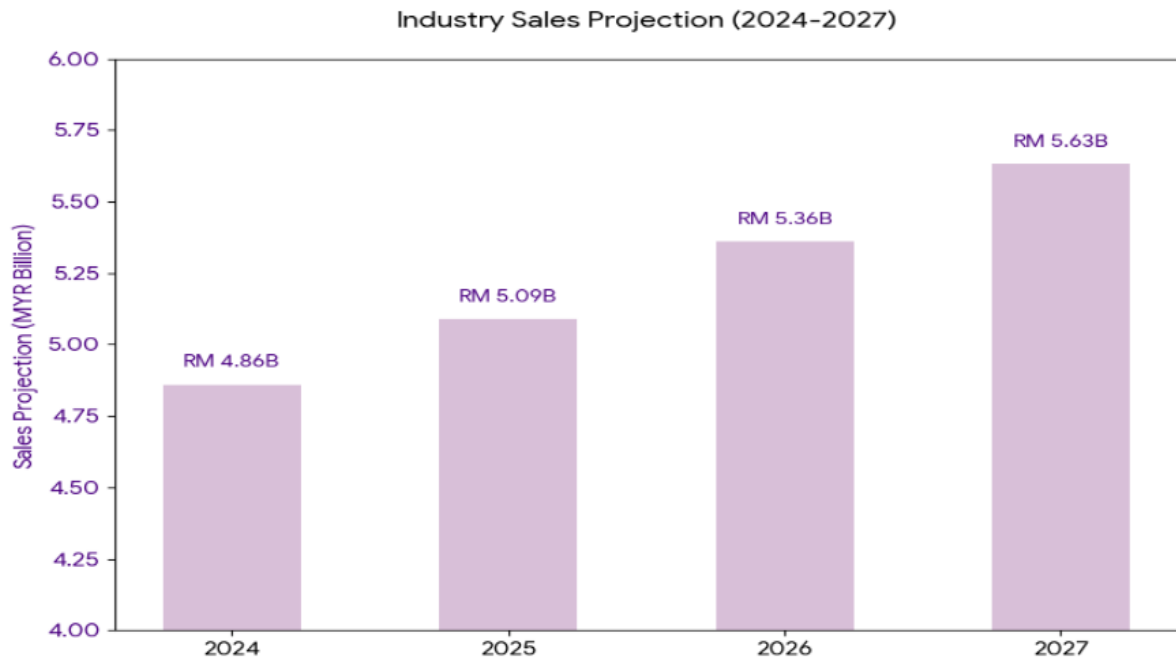


Figure 4: Industry Sales Projection

Overall, the jump from 2024 to 2025 stands for crossing the RM 5 billion threshold, a significant psychological marker for the industry's scale. The positive outcome of the Malaysian floriculture industry provides a stable and supportive market environment, allowing our business to achieve sustainable sales growth and long-term viability.

3.6 PESTLE TRENDS

POLITICAL:

The floriculture industry in Malaysia benefits from stable political conditions and government support for our small and medium enterprises (SMEs). Policies that encourage local entrepreneurship, agriculture, and domestic businesses help support flower growers and small floral retailers. Hence, this creates a favorable environment for custom bouquet businesses to run and grow their business in the future.

ECONOMICS:

Economic factors have a direct impact on how much consumers are willing to spend on non-essential goods like flowers. When disposable income goes up, so does the interest in personalized flower arrangements for special occasions, events, and as gifts. Nonetheless, inflation and the increasing costs of materials (such as flowers, packaging, and transportation) can influence profit margins, which makes cost management a crucial aspect for companies within this sector.

SOCIAL:

Social trends strongly support the growth of custom bouquet businesses. Flowers stay an important part of Malaysian culture for expressing emotions during celebrations, festivals, weddings, and formal events. Additionally, younger consumers increasingly value personalized and meaningful gifts, driving demand for custom-designed bouquets rather than mass-produced arrangements.

TECHNOLOGICAL:

Technology plays a significant role in the industry these days. Online ordering systems, social media platforms, and digital payment methods have made it much easier for customers to discover, customize, and buy the bouquets. Other than that, social media trends also play their role in influencing floral designs and customer preferences, allowing small businesses to reach wider audiences at low cost.

3.7 KEY SUCCESS FACTORS

Aspects of an organization's operations that are crucial to deciding its success in its industry are known as key success factors. The key success factors for this business in the custom bouquet flower industry depend on a balance of creativity, quality, and customer focus. These factors are the most important thing for businesses in this industry to stay relevant in the future.

- Creativity in designing an attractive and personalized bouquet arrangement using high quality flowers.
- Strong customer service and customer-focused interactions to build connection.
- Using online presence such as a store website and digital platforms more effectively.
- Using social media as a platform that can reach wider audiences and active in following the current trends.
- Fair and competitive pricing that can match customers' expectations.

4.0 PRODUCT OR SERVICE DESCRIPTION

Opportunity:

The bouquet business aims to provide customized floral arrangements for various occasions, combining aesthetic appeal with emotional value. This business addresses the growing demand for personalized gifts, event decoration, and regular floral delivery services.

Details of Product/Service

- Features & Functions: Hand-tied bouquets, designer arrangements, combination of fresh and dried flowers, seasonal selections, and full customization of flower types, colours, and packaging.
- Price Range: RM60–RM350 depending on bouquet size, flower type, and complexity of design.
- Virtual Prototype: Online platform allowing customers to design their bouquet virtually, select flowers, colors, and packaging style before ordering.
- Additional Services: Scheduled delivery, event-specific decoration (weddings, parties, corporate events), and subscription services for recurring personalized deliveries.



Figure 5: Hand-tied bouquet



Figure 6: Large Bridal Bouquet

How Product Fits in the Market

- Positioned as a mid-range to premium product for customers seeking customized, meaningful gifts.
- Offers personalization and professional design, which differentiates it from mass-market or ready-made bouquets.
- Competes with local florists, online bouquet sellers, and supermarket floral sections, with a clear focus on bespoke designs and quality service.

Value Proposition

- Solves customer problems such as limited time to create unique gifts or need for personalized event decorations.
- Provides emotional satisfaction, aesthetic value, and convenience, making occasions more memorable.
- Customers receive unique bouquets tailored to their preferences, enhancing the sense of thoughtfulness and exclusivity.

Anticipated Customer Demand

- High demand from weddings, anniversaries, birthdays, graduations, corporate gifts, and special celebrations.
- Growth potential through online customization platforms and subscription-based deliveries.
- Target market includes young adults, couples, families, event planners, and corporate clients.

Existing Competition

- Local florists offering standard bouquets with limited customization, such as Flower Chimp, BloomThis, or The Bloom Box, mainly providing ready-made bouquets with minimal options for personal design.
- Online platforms like Flower Chimp and Fleurs by Foong focus on convenience but generally lack the depth of customization desired for special occasions.
- Supermarket floral sections, such as Giant or Lotus, provide low-cost, non-customized bouquets suitable for casual gifting but do not cater to customers seeking bespoke designs.
- Despite these competitors, there remains a market gap for truly personalized, high-quality bouquets that combine creativity, premium flowers, and professional delivery service.
- The custom bouquet business can capitalize on this gap by offering enhanced design options, online interactive customization tools, and flexible delivery schedules that competitors currently do not provide

5.0 MARKET ANALYSIS AND STRATEGY

5.1 MARKET ANALYSIS

a. Marketing Objectives

The marketing objectives of Trully Florist is to increase brand awarness among university students and residents in Puncak Alam. This is because we want to achieve a consistent monthly sale and to build a long-term relationship through quality products and services that we offer to customers. this can increase the product sold to be more reliable and receive a warm welcome among population in Puncak Alam.

b. Market Segmentation

Trully Florist targets individuals aged between 18 and 40 years old who stay at Puncak Alam or the surrounding areas. The primary segmentation includes university student, young adults, and couple who always buy flower for special day or accasions such as graduating day, birthday, anniversaries, and just for a gift

Target Market		Percentage (%)
1.	18-23 years old	1. 28%
2.	24-30 years old	2. 15%
3.	31-40 years old	3. 17%

Table 1:

Market Size and Market Share

Puncak Alam is basically home to a large population of students. This is because most of the students are from UiTM Puncak Alam, as well as young families and young working adults. It is estimated that at least 60% of students and residents from Puncak Alam purchase flower bouquets during major events such as graduation and special events.

Market size: $12,375 \times \text{RM } 70 \times 3 = \text{RM } 2,598,750$

Market share: $300 \times \text{RM } 70 \times 12 = \text{RM } 252,000$

c. Competitors Analysis

Competitors	Strengths	Weaknesses
PETALS2U florist	Strong local reputation (4.7 star on Google), offer same day delivery, accepts various digital payments, women-owned business	Booking friction requires the customer to navigate between WhatsApp and an external store link to pay.
A&S Flower Station	Accommodation last-minutes orders, good price-to-quality ratio, active on social media, physical shop presence	Locations and hour where situated on the first floor that makes low visibility and close every Monday
Flora by Shayra	Highly rated (5 stars on Google), unique offering of classes, emphasis on beautiful/immaculate arrangements	Price point that is generally more expensive, which may allienate the high-volume student market looking for cheap bouquets

Table 2:

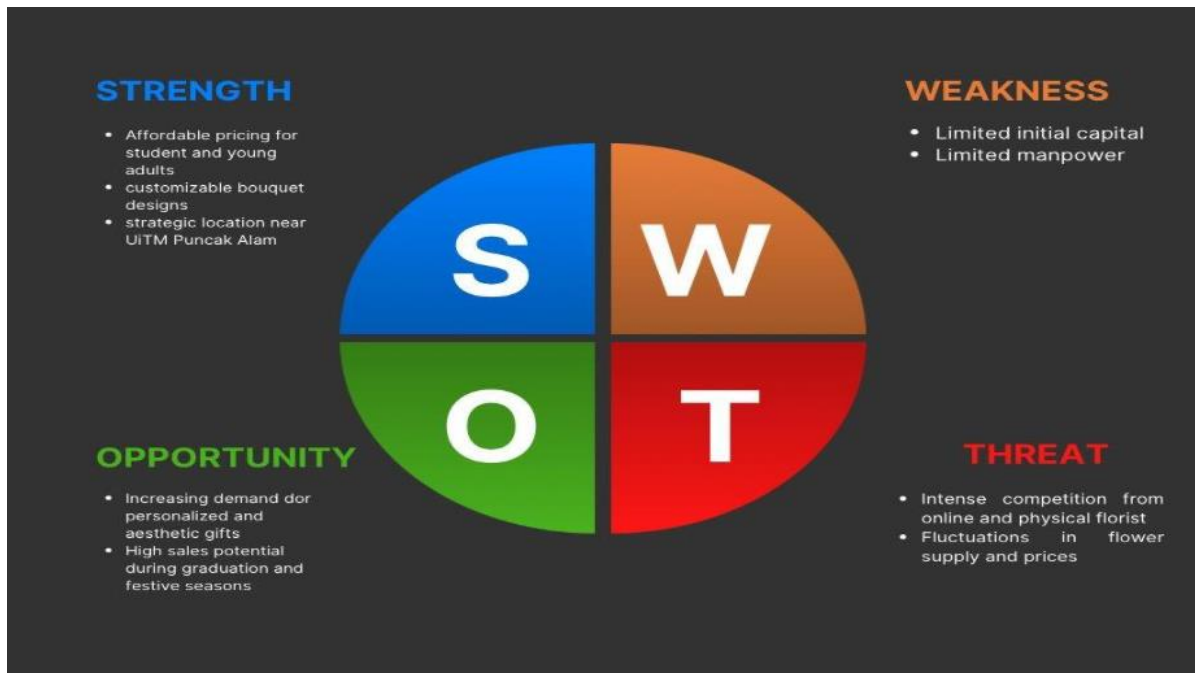


Figure 7: Swot Analysis

Product/Service			
Market Share and Sales	Year		
Market share (%)	9.7%	14.7%	19.7%
Total sales in units	3,600	3780	3969
Total sales in RM	252,000	264,600	277,830

Table 3:

5.2 MARKET STRATEGY

a. Product Strategy

Trully Florist offers a variety of flower bouquets, including fresh flower bouquets, artificial flower bouquets, and customized floral arrangements. This business emphasized customization, and allowing customers of our business choose their bouquets designs based on what they like and budget.

b. Pricing Strategy

Trully Florist also set competitives prices based on the prices set on the other competitors, with prices ranging from RM30 to RM150 depending on bouquet sizes and materials. Special promotions packages and discounts are offered during graduations ceremonies to attract the customers especially students at UiTM Puncak Alam.

c. Promotion Strategy

Promotional activities that we conducted are through digital platforms such as Instagram, TikTok, and WhatsApp. Trully Florist utilizes product photography, customer testimony, and promotional posters to increase brand awareness. We also do a word-of-mouth marketing and collaboration with student to help us expand the community

d. Distribution Strategy (place)

Trully Florist operates as a stored business. Customers can place orders online and also may choose between self-pickup or use delivery services that we provide or via third parties such as Grab and Lalamove. These services are provided to make sure that our business operate efficiently with minimal overhead cost.

e. Sales Tactics

Sales tactics that Trully Florist use is conducted primarily through direct messaging on WhatsApp and all social media platforms such as TikTok and Instagram. Customers are required to place orders in advance with a 50% deposit. As for special events such as Valentine's Day, convocation days, and Mother's Day, Trully Florist is conducting a bouquet sales promotion where every bouquet purchase worth RM80 and above will be given a free bouquet.

6.0 OPERATIONS PLAN

6.1 DEVELOPMENT

6.1.1 POSSIBLE LOCATION

Trully Florist is located at ECO GRANDEUR, NO.33G, Jln ECO GRANDEUR 1/8 A, 42300 Puncak Alam, Selangor. In October 2025, we decided to open a flower shop and we started our business by registering and identifying the strategic location. Then, we found out that there will be a shop that is being rented out in Puncak Alam, Selangor so we decided to rent it. We will fully start operating on 1st February 2026.

6.1.2 SOURCE OF EQUIPMENT

Trully Florist is a handmade and readymade flower bouquet that people can order from our shop. We consist of fresh flowers and fake flowers, for example we do make a pipe cleaners flower bouquet by hand. Which we deal with Floristika.com.my as our suppliers for fresh flowers, artificial silk floral, ceramic, glass vases, floral accessories, tools, pipe cleaners and packaging suppliers. This company is our main suppliers from Bangsar, Kuala Lumpur, which they established direct networks with local and overseas farms and manufacturers. They also serve clients across Peninsular Malaysia, Sabah, and Sarawak through their physical store and online platform. Other than that, for our essential equipment such as refrigerator we bought it from Asiana refrigeration Sales & Service Sdn. Bhd. The company base in Petaling Jaya, Selangor that supplies a wide range of commercial refrigeration such as display chillers for fresh flowers. Trully florist entrust the companys as their suppliers.

Material	Supplier
Fresh flowers	Floristika.com.my.Sdn.Bhd
Artificial silk	Floristika.com.my.Sdn.Bhd
Floral	Floristika.com.my.Sdn.Bhd
Ceramic	Floristika.com.my.Sdn.Bhd
Glass vases	Floristika.com.my.Sdn.Bhd
Floral accesories	Floristika.com.my.Sdn.Bhd
Tools	Floristika.com.my.Sdn.Bhd
Pipe Cleaners	Floristika.com.my.Sdn.Bhd
Packaging Supply	Floristika.com.my.Sdn.Bhd
Fake flowers	Floristika.com.my.Sdn.Bhd

Table 4:

Equipment	Supplier
Refrigerator	Asian refrigeration Sales & Service Sdn.Bhd
Display chillers	Asian refrigeration Sales & Service Sdn.Bhd
Display shelves	Shopee
Shop Banner	Printcious

Table 5:

6.1.3 PRODUCTION WORKFLOW

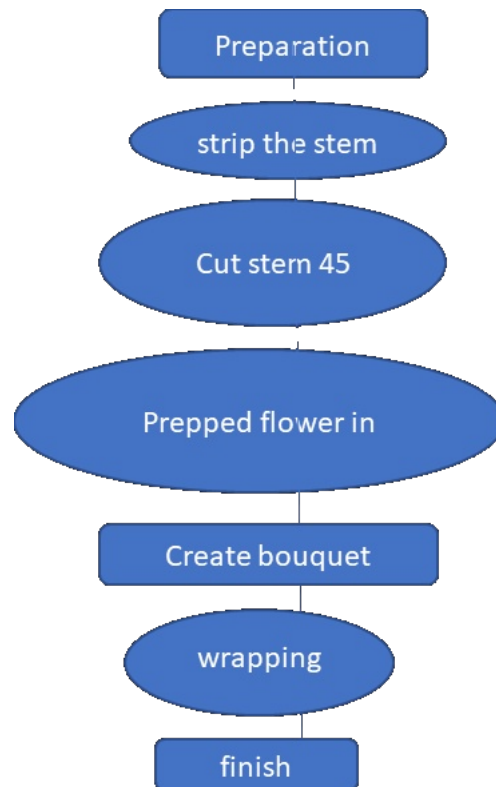


Figure 8: Activity flow for the Production process of Trully Florist Shop

The process chart is for the making of Trully Florist bouquet shown in the figure above. We begin the process with preparing the flowers that we need. Then we start with stripping all the stem such as leaves and thorn, we also cut the stem in 45 degree angle to increase the surface area for water absorption. Besides that, we prepped the flowers in room temperature at least 1-2 hours. After prepping we begin to create a bouquet by choosing flowers and to balance the bouquet we follow the “1/3 recipe” strategy to create a nice look for the bouquet. We start with 3 or 5 large flowers, then a medium size to the small one. After creating the look we begin to wrap it and delivered it to the customers.

6.2 PRODUCTION

6.2.1 MANUFACTURERS

Manpower Planning	
Hand-tied bouquet	5-10 minutes
Large Bridal Bouquet	30 minutes
Custom Vase Arrangement	1 hour
Planned rate of production per day	5-25 arrangements
Worker productive time per day	3- 6.5 hours per 8-hours shift

Table 6: Table for manpower planning

Business and Operation hours:

Operating hour = 7 ½ hours per day (8.00 a.m. until 5.00 p.m) (excluding break time 1 ½ hours)

Working days = 5 days per week (Tuesday – Saturday) Close on (Monday and Sunday)

Calculation output per month and output per month

Output per day: Productive hours per day ÷ Time per bouquet

= 5 hours ÷ 1 hour per bouquet

= 5 bouquet/day

Output per month:

5 days/ week × 4 weeks = 20 days/ month

Monthly output = 5 bouquet/ day × 20 days

Output per month = 100 bouquet/ month

Average sales forecast per month =

Assumption selling price = RM150

Monthly sales = 100 × RM150

= RM 15,000 per month

6.3 FACILITIES

6.3.1 LOCATION PLAN



Figure 9: Business location from satellite view (Geographical)

The location of our shop is depicted in the picture above, which is situated beside the ECO Shop. Our walk-in shop and our production area are housed on this property. We did a full glass shop to advertise our flower product to passerby so it can make it easier for them to see. The property lies in a well busy street that make its location a highly advantageous for our shop and in addition it is quite simple for customers to find our shop. Travelling to our location to meet us and purchase our goods is highly convenient for our employees and customers.



Figure 10: Layout of our customer area and production area

Trully Florist shop layout is illustrated in the above figure. As you can see Customer area and production area are divided into two main sections which is customer area is in the front shop and production area is at the back. In the customer area we have an entrance with a A frame sign to welcome our customers and to attracts walk-ins. Also, we have a power wall to features display with ready-made flower arrangements to catch customers attention and a display cooler to display holding fresh bouquets to maintain flower quality. Besides that, we have a “Bouquet Bar” to let customers select their flowers of choice to customize their own bouquets. Lastly, we have a POS counter where customers pay and browse small gift items in production area which is restricted to staff and focus on flower preparation and storage.

6.3.2 OVERHEAD COST

No.	Items	Monthly cost (RM)
1.	Rent	1,400
2.	Utilities	350
3.	Staff Salaries	1,500
4.	Packaging Material	900
5.	Delivery Logistics	500
6.	Fresh Flower	3,000
7.	Marketing and Branding	400

Table 7: Overhead Cost of Trully Florist shop

6.4 STAFF

6.4.1 STAFF NEED

Our store contains Operation Manager, Operation Assistant, Marketing and Sales Manager, Marketing and Sales Assistant, Finance Manager, Finance assistant and lastly 2 employees. So total we have seven employees including all managers. They may increase their knowledge, experience and jobrelated skills through training, which can create a creative work and helps them improve their creation. Through hands-on training experience they can make a flower bouquet more quickly and beautifully.

6.4.2 MAIN DUTIES STAFF

To keep the store run smoothly we the Operation Manager that monitored the activity of the business such as managing schedule and guiding employees. For the Operation Assistant they make sure that the operations run smoothly which they assisting with customer services. Besides that, we have the Marketing and Sales Manager they responsible in promoting the business as for the assistant they need to advertise the business in social media, campaign and interact with customers online. Lastly, we have Finance Manager and assistant they are the one that handle the budget and support the financial of the business.

6.4.3 HOW EMPLOYEES BE SOURCED

All interested candidates must have knowlegde in taking care of flowers and also know how to style a flower bouquet. Particularly welcomed people who studies in flower art. Other than that, we also open a social media recruitment where we promote in Tiktok, Facebook and Instagram. Then, we start interview the candidates and they must pass the recruitment test.

6.4.4 EMPLOYMENT RELATIONSHIPS

All of the employees are full-time workers this to make the business run smoothly. As to maintain a good working environment the employees must have a good relationship with the other employees such as have a clear boundaries on creative freedom this is to be clear about where the "shop style" ends and artist prefers to create. Other than that, it is important to maintain a clear relationship between bosses and staff. Besides that, the staff must feel at ease to discuss a concern problem with manager about the business.

6.4.5 TRAINING

We will send employees to flower care courses to ensure they are good at taking care of flowers. In addition, we will also train them to think creatively to produce attractive flower bouquets for customers. Apart from that, we will offer POS system training to facilitate the business process. We will also emphasize consultation skills to handle the customers.

6.5 EQUIPMENT

No.	Equipments	Quantity	Cost
1.	Delivery car	1	40,000
2	Refrigerators	2	5,000
3	Display Chillers	3	9,000
4	Display shelves	2	1,600
5	Shop Banner	1	300
6	Air conditioner	1	2,000
7	Storage Rack	3	1,500
8	Table	4	1,200
9	Sink	1	600

Table 8: List of equipment cost

Table above shows the list of the equipment needed and the cost of each item. Total cost is RM61,200.00

6.6 SUPPLIES

MATERIALS

No.	Materials	Total cost
1.	Fresh Flowers	500
2.	Artificial silk	200
3.	Floral	100
4.	Ceramic	150
5.	Glass Vases	250
6.	Floral Accessories	200
7.	Tools	300
8.	Pipe Cleaners	50
9.	Packaging Supply	250
10.	Fake Flowers	300

Table 9: List of Material cost

Table above shows list of materials needed for making a bouquet. The total is RM 2,300.00

RELIABLE SOURCES AND MAJOR SUPPLIES

Material	Supplier
Fresh flowers,	Floristika.com.my. Sdn.Bhd
Artificial silk	Floristika.com.my. Sdn.Bhd
Floral	Floristika.com.my. Sdn.Bhd
Ceramic	Floristika.com.my. Sdn.Bhd
Glass vases	Floristika.com.my. Sdn.Bhd
Floral accessories	Floristika.com.my. Sdn.Bhd
Tools	Floristika.com.my. Sdn.Bhd
Pipe Cleaners	Floristika.com.my. Sdn.Bhd
Packaging Supply	Floristika.com.my. Sdn.Bhd
Fake flowers	Floristika.com.my.Sdn.Bhd

Table 10: Table of Material Supplier

Equipment	Supplier
Refrigerator	Asian refrigeration Sales & Service Sdn. Bhd
Display chillers	Asian refrigeration Sales & Service Sdn. Bhd
Display shelves	Shopee
Shop Banner	Printcious

Table 11: Table of Equipment Supplier

HOW TO MANAGE INVENTORY

To ensure smooth operation and reduce wastage, we classified the inventory into fresh flowers, artificial flowers and accessories and tools to make monitoring easier. Also, we applied the the First-in and First-out methods especially for fresh flowers which the older stock will be using first to maintain freshness and minimize spoilage. Stock levels are checked regularly fresh flower monitored daily to keep it fresh. They are stored in refrigerators and display chillers and all inventory movement are recorded manually to maintain accurate records.

7.0 MANAGEMENT TEAM & COMPANY STRUCTURE

The key success of our business depends on the strength of its management team. Our team is a mix of individuals who can lead the team by bringing a mix of leadership, creativity, and practical skills. Each manager has a clearly defined role and is compensated in a way that reflects their responsibilities while keeping the business financially sustainable during its early stages.

OPERATION MANAGER

Muhammad Ridhuan is positioned as the Operations Manager that monitored the day-to-day activities of the business. This also includes managing schedules, guiding employees, handling suppliers, and making sure operations run smoothly. The Operations Manager will be paid an hourly wage or salary, depending on the business performance, with opportunities for raises based on his performance. He has experience with organization, time management, and teamwork. He also has previously worked in roles that required responsibility, multitasking, and attention to detail, making them well-suited to handle daily operations.

OPERATION ASSISTANT

Nur Syazureen Farahani is known as the Operations Assistant, she makes sure the operations run smoothly by supporting the daily tasks and doing the daily routine of the business. This role includes assisting with customer service, organizing staff's schedules, managing inventory or supplies, and supporting the Operations Manager. The Operations Assistant will be paid an hourly salary of approximately RM12 per hour based on part-time hours. There would not be any benefits in the starting phase, but there may be opportunities for increased hours or pay as the business grows. She is a reliable and organized individual with a good teamwork and communication skills. She has experience with handling multiple tasks, following instructions, and assisting in fast-paced environments. Her ability to adapt and stay organized makes her role a valuable support role within the business.

MARKETING AND SALES MANAGER

Izzat Yusuf Affandy is positioned as the Marketing and Sales Manager, who is responsible for promoting the business and attracting customers to buy their products. Observing the business social media accounts, planning promotional strategies, and contributing to sales growth through marketing efforts is what he is involved with as a Marketing and Sales Manager. This role will offer compensation in the form of a base salary or hourly wages, along with minor performance-based bonuses linked to sales increases or marketing achievements. A strong set of communication skills and experience with handling digital platforms are the main criteria for this position. He also understands customer patterns and has a mindful approach to branding, advertising, and relationship-building of the business.

MARKETING AND SALES ASSISTANT

Waadiyah is the Marketing and Sales Assistant who is responsible for helping the business to promote itself and make the customer notice the business. This role includes managing social media accounts, assisting with advertising campaigns, and interacting with customers online and in person. She also helps gather customer feedback and track basic sales data to improve marketing ideas. She is paid approximately RM11 per hour or a contract-based rate. Waadiyah is a creative individual who can communicate effectively. She has experience using social media platforms and understands basic marketing concepts such as branding and customer engagement. Her eagerness and ability to connect with customers help support business growth and sales success.

FINANCE MANAGER

Mohammad Aimin is positioned as the Finance Manager who handles budgeting, record-keeping, and basic financial planning of the business. This role is important to make sure that all expenses are tracked, the business's income is recorded, and financial decisions are made responsibly. This position will receive an hourly wage or part-time salary, appropriate for the startup stage of the business. This position will receive an hourly wage or part-time salary, appropriate for the startup stage of the business. Aimin suits this position since he is very detailed and has a solid understanding of basic accounting principles.

FINANCE ASSISTANT

Nur Dayana Marsya is working as the Finance Assistant who supports the financial side of the business by helping manage records and ensuring accurate tracking of income and expenses. Her role includes monitoring business budgets, organizing financial documents and helps in preparing financial reports. She helps the business stay organized and make responsible financial decisions. Marsya is a detail-oriented and independent individual with a basic understanding and financial organization. She is experienced with working with numbers and managing records. Hence, due to her capability and reliability, it helps in ensuring the business remains financially stable in the future.

8.0 FINANCIAL PROJECTION

Financial plan refers to a consolidation of all financial data that derives from the budget of administration, marketing and operation

8.1 FINANCIAL ASSUMPTIONS

- Business commencement date: 1 February 2026
- Business location: ECO GRANDEUR, NO.33G, Jln ECO GRANDEUR 1/8 A, 42300 Puncak Alam, Selangor
- Nature of business: Custom-made bouquet (fresh and dried flowers)
- Price range: RM60 – RM350
- Average selling price per bouquet: RM120
- Average number of bouquets sold per day: 4 bouquets
- Operating days per month: 26 days
- Number of employees: 7 full-time staff
- Business operates consistently throughout the year
- All figures are estimated in Malaysian Ringgit (RM)

8.2 SALES REVENUE PROJECTION

Monthly Sales Revenue

Formula:

Average bouquets sold per day x Average selling price x Operating days per month
4 bouquets x RM120 x 26 days
= RM12,480 per month

Annual Sales Revenue

Formula:

Monthly Sales Revenue x 12 months
RM12,480 x 12
= RM149,760 per year

The projected sales revenue reflects a moderate and achievable level of demand for a customized bouquet business in its first year of operation.

8.3 COST OF GOODS SOLD (COGS)

Cost of Goods Sold represents direct costs incurred in producing the bouquets.

Item	Monthly Cost (RM)
Fresh and dried flowers	3,000
Wrapping materials	900
Ribbons and decoration	400
Packaging	300
Total Cost of Goods Sold	4,600

Table 12: Table of

8.4 GROSS PROFIT

Formula:

Sales Revenue – Cost of Goods Sold

Description	RM
Monthly Sales Revenue	12,480
Less: Cost of Goods Sold	(4,600)
Gross Profit	7,880

Table 13: Table of

8.5 OPERATING EXPENSES

Operating expenses include costs required to run the business regardless of sales volume.

Expenses	Monthly Cost (RM)
Shop rental	1,200
Staff salary	2,000
Utilities (water and electricity)	300
Internet and phone	150
Marketing and promotion	350
Transportation and delivery	300
Miscellaneous expenses	200
Total Cost of Goods Sold	4,500

Table 14: Table of

8.6 PROJECTED INCOME STATEMENT

Monthly Income Statement

Description	RM
Sales Revenue	12,480
Less: Cost of Goods Sold	(4,600)
Gross Profit	7,880
Less: Operating Expenses	(4,500)
Net Profit (Monthly)	3,380

Table 15: Table of

Annual Net Profit

Formula:

Monthly Net Profit x 12 months

RM3,380, x 12

= RM40,560 per year

8.7 CASH FLOW PROJECTION (FIRST THREE MONTHS)

Month	Cash In (RM)	Cash Out (RM)	Net Cash Flow
February 2026	12,480	9,100	+3,380
March 2026	12,480	9,100	+3,380
April 2026	12,480	9,100	+3,380

Table 16: Table of

The positive cash flow indicates that Trully Florist is able to meet its operating expenses and maintain financial stability during the early stage of operations.

8.8 BREAK-EVEN ANALYSIS

Fixed Cost (Monthly)

Total Operating Expenses = RM4,500

Variable Cost per Bouquet

Cost of Goods Sold ÷ Total bouquets sold per month

= RM4,600 ÷ (4 x 26)

≈ RM44 per bouquet

Contribution Margin per Bouquet

Selling price per bouquet – Variable cost per bouquet

= RM120 – RM44

= RM76

Break-Even Point

Formula:

Fixed Costs ÷ Contribution Margin per bouquet

RM4,500 ÷ RM76

≈ 59 bouquets per month

This means Trully Florist only needs to sell approximately 59 bouquets per month to cover all costs, which is well below the projected sales volume.

8.9 FINANCIAL FEASIBILITY CONCLUSION

Based on the financial projection, Trully Florist is expected to generate an estimated annual net profit of RM40,560 in its first year of operation. The business demonstrates positive cash flow, a low break-even point, and sustainable profitability. With increasing demand for personalized floral arrangements and event-based gifting, Trully Florist is considered financially viable and feasible for implementation, with strong potential for future growth.

9.0 PROJECT MILESTONES

ACTIVITIES	START DATE	END DATE
Identifying project concept and market analysis	1 November 2025	10 November 2025
Preparation of a complete Business Plan	5 November 2025	20 November 2025
Business registration (SSM)	15 December 2025	20 December 2025
Application for premises license and local authority permit (PBT)	1 January 2026	10 January 2026
Search and rental of business premises/ location	10 January 2026	20 January 2026
Interior decoration and shop layout arrangement	15 January 2026	25 January 2026
Purchase of equipment (cold room/ furniture/ tools)	16 January 2026	19 January 2026
Search and selection of fresh flower and accessory suppliers	15 December 2025	31 December 2025
Signing contracts/opening supplier accounts	1 January 2026	5 January 2026
Development of digital assets (TikTok/ Instagram/ Facebook)	1 January 2026	15 February 2026
Recruitment and training of staff (if required)	1 February 2026	15 February 2026
Official Business Opening (Grand Opening)	20 February 2026	28 February 2026

Table 17: Table of

9.1 Conclusion

This business proposal indicates that Trully Florist is a viable and sustainable business within the Malaysian floriculture and custom bouquet industry. The consistent demand for personalized floral arrangements, supported by positive industry growth and well-planned marketing and operational strategies, shows that the business has strong potential to generate stable income and achieve long-term growth. The financial projections further strengthen this proposal, as they demonstrate positive cash flow, a low break-even point, and reasonable profitability during the first year of operation.

Based on these findings, the entrepreneur has decided to proceed with the establishment of Trully Florist as planned. The next step is to obtain financial support in the form of grants or loan approval to cover initial startup costs and provide sufficient working capital. With adequate funding, Trully Florist will be able to commence operations smoothly and position itself as a competitive custom bouquet provider in the Puncak Alam area.

10.0 REFERENCES

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