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BUSINESS PLAN REPORT: IMUTZ FLORIST

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1.0 EXECUTIVE SUMMARY

Imutz Florist is a partnership retail and service business based in Kota Kinabalu, Sabah, specializing in contemporary fresh/dried flower arrangements, custom hand-tied bouquets, and event venue decorations tailored to the "Instagrammable" preferences of Gen Z and young professionals. Strategically located at Aeropod Commercial Square near major universities, the business leverages an online-first system (via Instagram and TikTok Shop) to capture an estimated monthly local market size of RM49,600.00 by offering highly personalized, budget-friendly floral designs that traditional competitors fail to provide. The venture is led by a specialized team of five diploma-qualified partners who have equally contributed RM46,600 in starting capital. Operationally structured to minimize waste and maximize freshness, the business demonstrates strong financial viability, with projected revenue growing from RM263,500 in Year 1 to RM379,440 by Year 3, and accumulated profits expected to reach RM131,143, positioning Imutz Florist as a highly profitable and sustainable brand in Sabah's floral industry.

2.0 INTRODUCTION TO THE BUSINESS



Name of Business	: Imutz Florist
Nature of Business	: Retail of fresh/dried flowers, custom hand-tied bouquets, and event floristry decoration.
Legal Form of Business	: Partnership
Justification for Starting the Business	: There is a surge in demand for aesthetic, Instagram-worthy, and budget friendly flower arrangement among Gen Z and young professionals. Additionally, university convocation

3.0 ADMINISTRATIVE PLAN

3.1 Mission, Vision and Objectives

Mission

To be the premier contemporary floral provider recognized for creativity, sustainability, and emotional connection across Sabah.

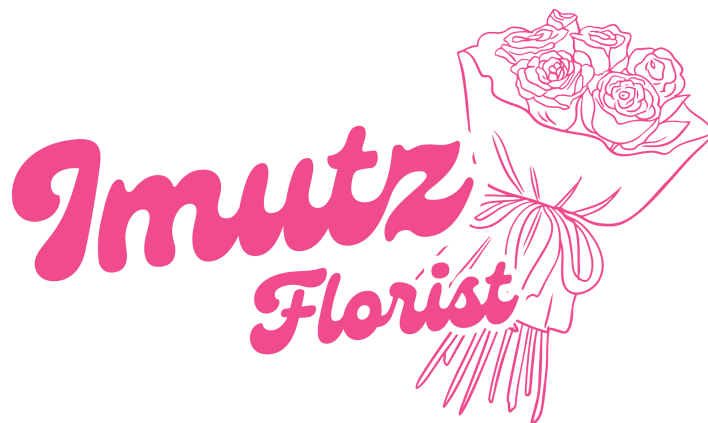
Vision

To provide exceptional floral artistry and seamless gifting experiences while maintaining accessible pricing and top-tier customer service.

Objectives

1. To provide fresh and high-quality floral products that meet customer expectations.
2. To increase brand awareness in Sabah through social media marketing and promotional activities.
3. To generate consistent monthly sales and achieve business profitability within the first year of operation.
4. To offer creative and customized floral arrangements for various occasions such as birthdays, weddings, and anniversaries.

3.2 Business Logo and Description



Our logo for Imutz Florist, as shown in the figure above, is an embodiment of our brand identity with the use of the vivid pink color scheme as well as the unique retro font, which is representative of the meaning behind our company name "Imutz," meaning "cute." Our logo is used as our primary brand identity, with its bright pink color representing happiness, love, and celebration, whereas the use of line art in the depiction of a hand-tied bouquet of roses denotes the nature of our business, which is selling flowers as gifts.

3.3 Organizational Chart

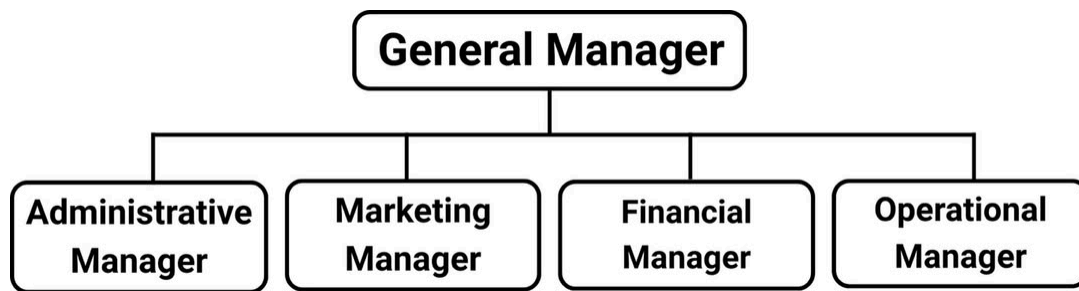


Figure : Organizational Chart

3.4 Administration Personnel Schedule

Position	Number of Personnel	Key Responsibilities & Daily Tasks for Imutz Florist
General Manager	1	- Leads the overall business strategy and partnership meetings. - Monitors the business's milestones and targets. - Resolves critical operational or client disputes.
Administrative Manager	1	- Manages office/shop utilities, rent, and internet bills. - Oversees staff welfare, working shifts, and attendance. - Handles business registrations, municipal licensing, and office supplies.
Marketing Manager	1	- Plans social media content calendars (TikTok reels/Instagram posts). - Tracks student trends for university convocation/graduation seasons. - Manages digital advertisements and collaborations with event planners.
Financial Manager	1	- Manages the daily cash register and POS system records. - Prepares monthly financial statements and monitors project costs. - Processes partner salary