



اَوْنُوْزِيسِيْتِي تِيكْنُوْلُوْجِي مَارَا
UNIVERSITI
TEKNOLOGI
MARA

FUNDAMENTALS OF ENTREPRENEURSHIP

(ENT 300)

LECTURER:

SIR MOHD NAJMIE BIN OSMAN

BUSINESS PLAN:

RIFA FLORIST SHOP

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EXECUTIVE SUMMARY

RIFA florist shop is a retail establishment that sells cut flowers and ornamental plants that along with online stores. The floral trade involves activities such as flower care, flower arranging, floral design, and often flower delivery. Florist shops are an ever popular industry nowadays.

So, RIFA florist shop take the opportunity to set up business because florist shop industry may have a very large target market because many different people may have a reasons to buy flowers. But the florist industry is driven by annual events such as weddings, gifts, birthdays, special occasions and more. For each occasion, RIFA florist shop will have a specific target audiences within target market to encourage sales. The target audience for RIFA florist shop would consist of women over the age of 40, wedding planners, female students and so on. Also in order to encourage sales, it is worth of considering the place distribution. RIFA florist shop is located at Sungai Petani, Kedah which has a potential market to buy the product.

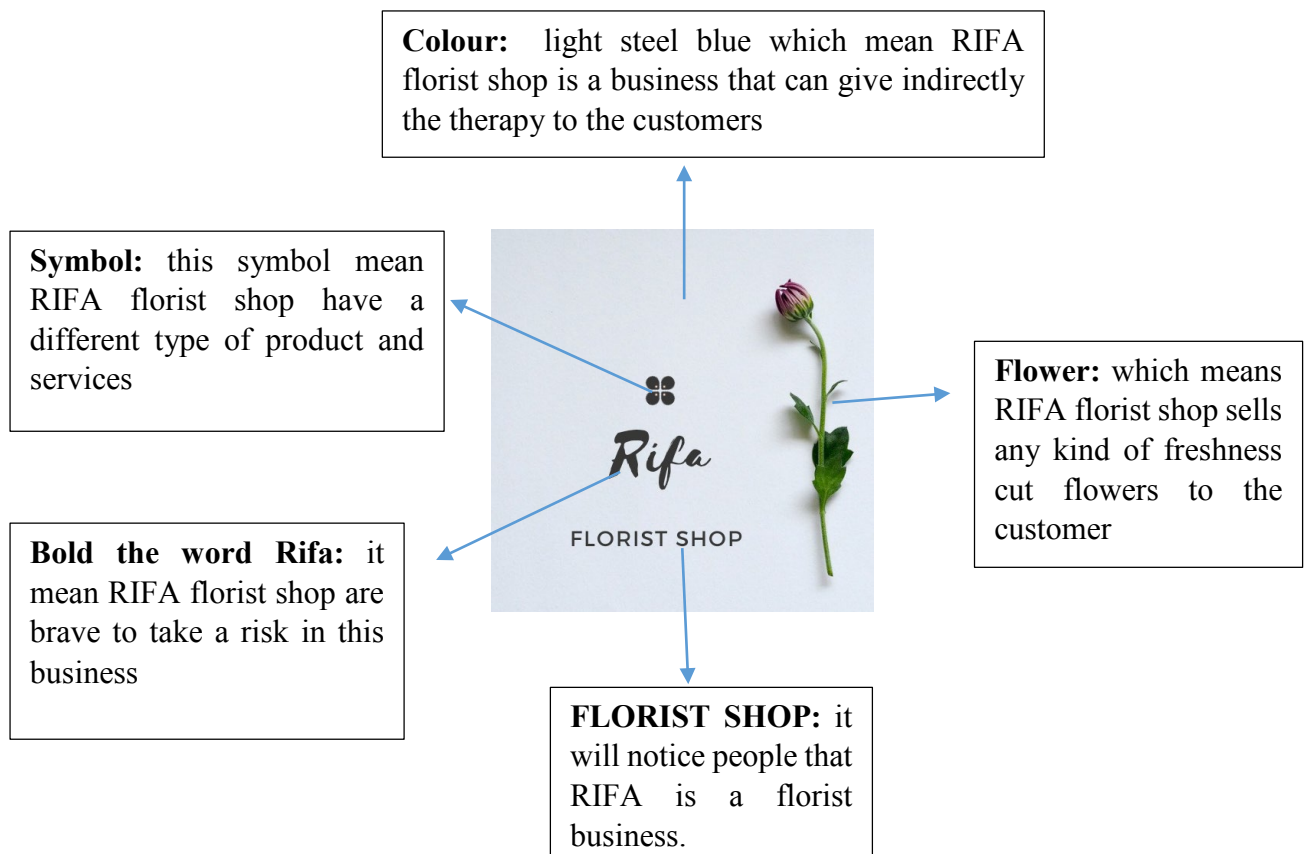
To attract customers, even before the opening, it is worth of considering how RIFA florist shop can be differ favourably from others. So what are the marketing strategy that make RIFA florist shop different from others are RIFA florist shop provide a very high quality flowers and prepare the customer order right before the delivery to ensure freshness. RIFA florist shop also provide a cheaper price to the customers.

1.0 INTRODUCTION

1.1 Organizational background

Name of the organization	RIFA FLOLRIST SHOP
Business address	Jalan Melati 1, Bandar Amanjaya, 08000, Kedah
Website/e-mail address	Email address: rifafloristshop@gmail.com Instagram: rifa_florist.shop Facebook : Afifah Yaacob
Telephone number	019-4199136
Main activities	Sells cut flowers and ornamental plants that along with online stores.
Date of commencement	1 SEPTEMBER 2019
Date of registration	24 JULY 2019
Name of bank	BANK ISLAM MALAYSIA BERHAD
Bank account number	02048020527838

1.2 Organizational logo



Visions:

- To bring colours to the life
- To be the first choice of customers in state of Sungai Petani Kedah

Mission:

- To offer quality floral, design, service of flower care according to our customers' needs and requirements at affordable prices.
- To enlarge the market segmentation by using different kind of techniques.