

PLANT YOUR SUCCESS



SPRING
FRESH

Spring Fresh Enterprise
Business Plan

" CHERISH EVERY DROP "

FACULTY OF MECHANICAL ENGINEERING
DIPLOMA IN MECHANICAL ENGINEERING (EM110)

FUNDAMENTALS OF ENTREPRENEURSHIP
ENT 300

SPRING FRESH ENTERPRISE
(BLOSSOM HYDRATION)

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Assalamualaikum w.b.t.

Alhamdulillah we have finally finished our business plan. We are grateful to The Almighty for giving us strength to make us get this done.

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Also, a big thanks to our parents who giving supportive motivation and helping us purchasing material for our products. With their willingness to help, our products have produce in the time required. Through hard times, we manage to become more organize and mature in dealing with problems that occur during our research. This business plan covers organization, marketing, operation, financial and training plan and also any other information needed by a new entrepreneur as a guide to start business.

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Thank you.

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EXECUTIVE SUMMARY

This business proposal presents an overview of business description, activities and goals for Spring Fresh Enterprise. within three (3) years forecasted business period. Spring Fresh Enterprise. is a company that focus on watering plant system in Malaysia located at Johor. Our business was established on 19th September 2019. ‘Spring’ and ‘Fresh’ are the collaboration of words that present our business type of the company which also related to our company motto “*Cherish Every Drop*”. Its mission is to offer a watering plant system especially in house. We had innovate a product which is an automatic watering plant can named ‘*Blossom Hydration*’ that functioning without using any electrical resources.

Spring Fresh Enterprise aims to penetrate the market with 10% of market share among its main competitors which are Hydromate Automatic Watering Solutions, SprinklerHouz, and Wastech Engineering Sdn. Bhd. with forecast sales of RM25,000 monthly and it would generate about RM300,000 sales revenue in the first year. The business will experience 5% and 10% increment in sales revenue and working capital for the second and third year of business respectively. The total project implementation cost for Spring Fresh Enterprise is RM48,185. The financial resources will consist of a five-year loan equal to RM20,715 and the remaining will acquire from business equity (partners’ contribution). In order to ensure the business will experience sustainable growth, Spring Fresh Enterprise plans to develop its websites offering online stores that allow customers to browse for our self-watering plant system, conveniently available via mail order and online.

Spring Fresh Enterprise will position itself as a tropical home for customers to find a product that able to keep their plant stay fresh and healthy. Thus, we target our product could be one of the competitive product around the world. We will be alert with current trends of innovation years by years and upgrade our product or create a new innovation that will ease other planting work.