



UNIVERSITI TEKNOLOGI MARA SARAWAK

ETR 300

FUNDAMENTALS OF ENTREPRENEURSHIP

HELLYNNA JANTRILINE Nursery

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SUBMISSION LETTER

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Miss,

RE: SUBMISSION OF BUSINESS PLAN

As a representative of our company, HELLYNNA JANTRILINE Nursery, I would like to submit our business plan for your evaluation and further action. This business plan is the requirement of ETR 300 course and it is compulsory for all students to complete this task. Gratefully, our team had completed this task with your advices and guidance.

2. ETR 300 (Introduction to Entrepreneurship) has given us a clear picture on the fundamentals of starting a business. Along the way, we gather many ideas, information, and knowledge about the business and also entrepreneur. Besides, this benefits and leads us to achieve our goal which is to make the HELLYNNA JANTRILINE Nursery become reality. We highly compute that it is difficult to become an entrepreneur especially a successful



1.0: EXECUTIVE SUMMARY

HELLYNNA JANTRILINE Nursery is dedicated to provide a quality choice for people who looking for plants with flowering and non-flowering, as well as serving contractors who need a reliable source of products.

HELLYNNA JANTRILINE Nursery will offer a wide variety of flowering and non-flowering plants. Most of the plants we sell will be grown in our greenhouse. With a convenient location of HELLYNNA JANTRILINE Nursery, we intends to successfully market to the residential customer, as well as contractors and renters.

We would like to see ten to fifteen percent of our customer base increases for each year. Our marketing strategy includes providing a knowledgeable staff, affordable prices, a great location, and top notch customer service.

HELLYNNA JANTRILINE Nursery has been our dream and a project in the making for the last five years. Besides, HELLYNNA JANTRILINE Nursery aims to experience a growth rate of 10% in sales for the second year of operation and 15% for the third year. Thus, build upon that as the company grows. With creative marketing, and a quality choice of flowering and non-flowering plants for our customers, HELLYNNA JANTRILINE Nursery intends to make its presence known in the nursery community.

Furthermore, customer service is extremely important. We want each of our customers to have a pleasant plant shopping experience, and it is the intention of our staff to answer questions with expertise and also to offer advice when we feel it is needed.

In addition, our financial source is supported by applying a loan, RM10,000 from MARA and back-up by our own capital contribution which is RM46, 513. We need this money for starting

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1.3: INTRODUCTION TO BUSINESS PLAN

HELLYNA JANTRILINE Nursery is a partnership business ventures in plant nursery which is specific on flowering and non flowering plants. The business is base on planting and selling the flowering and non flowering plants. Therefore, the business is in the form of partnership and consists of five shareholders. All the shareholders had agreed as stated in agreement letter which the amount of capital, profit and loss will be divided as stated ratio. We chose this kind of business because it shows the equality and no one will be discriminated as the profits and losses are equally divided in the end of the accounting period. In other way, the partnership is a perfect option to be taken because the shareholders will always sharing ideas and knowledge in order to gain profit and achieve high productivity from time to time.

1.4: NAME OF COMPANY

Our company name is HELLYNNA JENTRILINE Nursery. We come with this name through the combination of all of our partners that invest in this business. "HELLY" (HELLYNNA JENTRILINE) contribute to the name of our General Manager, MARY HELLY ANAK FRANCIS. "NNA" (HELLYNNA JENTRILINE) is taken from our Administration Manager, DESIRENNA ANAK DAVID. "JAN" (HELLYNNA JANTRILINE) the short name from JANNET ANAK DIYU our Marketing Manager. "TRI" (HELLYNNA JANTRILINE) come from PATRICIA ANAK PATRICK, the Financial Manager and "LINE" (HELLYNNA JANTRILINE) the name of our Operational Manager, JACQUELINE KONES.