



Business Plan ETR 300  
FLORA NATURALEEZA CONSULTANCY

*FLORA NATURALEEZA CONSULTANCY,  
Lot 219/C, Padang Temusu,  
08000 Sungai Petani,  
Kedah Darul Aman.*

*Prepared For:  
Encik Mohd Zain Bin Idris*

*Prepared by:*

|  |                 |
|--|-----------------|
| <i>Sharifah Azleen bt. Syed Abdul Rahman</i> | <i>99155800</i> |
| <i>Noraini bt. Din</i>                       | <i>99159838</i> |
| <i>Norhayati bt. Ahmad</i>                   | <i>99176834</i> |
| <i>Zurina bt. Abdul Rahim</i>                | <i>99125474</i> |
| <i>Zuliana bt Mohamed</i>                    | <i>99144659</i> |

## **INTRODUCTION**

**F**irstly, let we tell about our company FLORA NATURALEEZA CONSULTANCY. We are registered under register of business at Sungai Petani, Kedah. This is a business provides services in cleaning and landscaping for the houses.

In our business, we also provide designing, cleaning, landscaping, planning and gardening maintenance to beautify specific area regarding the needs and wants of our customer. The service of lopping and to look after plants in that specific area are also provided to ensure fully nurturing of plants in the area.

As we can see, nowadays government is actively encouraging citizen towards clean and beauty environment, this is suitable with the main objectives of our business formation, we also confident that our business will have good future if we look our community today who really care about cleanliness and sensitive with the issued related to it.

Moreover, most of the people in our target market are facing lack of time in taking care of their yard and that is the main factor why we gave these services as we said above.

We also improve our services from to day to satisfy our customer. With support and co-operation from people we convince that we can expand our service to all the country with several breach.

We also try to provide other types of services in future as rock garden. Landscaping mean every work done to keep environment clear and beauty to make

human more comparable to live in peace and harmony. The process for keep our environment beauty and clear including designing landscape, planning, landscape plant, build structure and management of landscape of maintaining.

# **TABLE OF CONTENT**

| <b>TITLE</b>                                   | <b>PAGES</b> |
|--|--------------|
| <b>Main Body Of The Business Plan:</b>         |              |
| <b>Preface</b>                                 | 1            |
| <b>Acknowledgement</b>                         | 2            |
| <b>Introduction</b>                            | 3            |
| <b>Purpose Of Business Plan</b>                | 4            |
| <b>Background Of The Business</b>              | 5            |
| <b>Background Of The Partners/Shareholders</b> | 6 - 10       |
| <b>Location Of The Project</b>                 | 12           |
| <br><b>THE ORGANIZATION PLAN</b>               |              |
| Introduction                                   | 13 - 14      |
| Logo   | 15           |
| Description Of Logo                            | 16 - 18      |
| Partnership Agreement                          | 19           |
| Organization Chart                             | 20           |
| Job Description                                | 21 - 23      |
| Job Eligibility                                | 24           |
| Worker Incentives                              | 25 - 27      |
| Administration Layout                          | 28           |
| Administrative Personnel                       | 29           |
| List Of Office Equipment Expenditure           | 30           |
| Administrative Budget                          | 31           |

| <b>TITLE</b>                        | <b>PAGES</b> |
|-------------------------------------|--------------|
| <b>THE MARKETING PLAN</b>           |              |
| Marketing Purpose                   | 32           |
| Marketing Analysis                  | 33           |
| Concept Of services                 | 34           |
| Target Market                       | 35 - 36      |
| List Of Customer                    | 37           |
| Competitors                         | 38 – 40      |
| Strength And Weakness Of FNC        | 41           |
| Market Share                        | 42           |
| Market Shares Graph                 | 43 - 44      |
| Sales Forecast                      | 45           |
| Sales Forecast Graph                | 46           |
| Marketing Strategies                | 47 - 49      |
| Marketing Budget                    | 50           |
| Suppliers                           | 51           |
| <b>THE OPERATIONAL PLAN</b>         |              |
| Introduction                        | 52           |
| Flow Chart And Operation Process    | 53 - 54      |
| Work Schedule And Operation process | 55           |
| Operation Personnel                 | 56           |
| Fringe Benefit                      | 57           |
| Operation Organization Chart        | 58           |
| Job Description                     | 59 - 60      |
| List Of Machine And Equipment       | 61           |
| Purchase Of Raw Material            | 62           |
| Other raw Material                  | 63           |
| Material Requirement                | 64 - 65      |
| Operation Budget                    | 66           |
| Operation Layout                    | 67           |