

UNIVERSITI TEKNOLOGI MARA  
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FUNDAMENTAL OF ENTREPRENEURSHIP

ETR 300

BUSINESS PLAN

**Gourmet Flower Sdn. Bhd**

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## 1. Acknowledgeme

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Business plan for Gourmet Flower Sdn.Bhd / Nuradibah binti  
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*F*irst and foremost, we would like to express our highest gratitude to Allah for His blessings and the opportunities given to us to gain knowledge and experience in His beautiful world and also for granting us with good health. We are really grateful and thankful to Him for this report a success and also for each of our victory and failure achieved. And because of His permission, we manage to finish this report on time. A million thank to our parents and family for their never ending support throughout this life. They have motivated us to be a better person for each and every single breath we take. Thank you to also to our lecturer, En. Ariff b Kamaluddin, who had patiently taught us since the first day of semester until now. Special thanks to our good friends for sharing their time, ideas and knowledge with us in order to improve each other's ability. Lastly, thank you very much to each and everyone who had helped us directly and indirectly at all this while and also for accomplishing our mission.

*Thank You....*

## **Executive summary**

Gourmet Flower Sdn Bhd is one of the partnership businesses, which produces ginger bud as our main business product. Gourmet Flower Sdn Bhd made up of five capital holder which is situated at Parit Haji Salleh, Kilometer 7 1/2, Jalan Kluang, 83300 Batu Pahat, Johor. The factors of selecting this business are because Ginger bud have a commercial value of flower, with the wide use of this flower we can increase the profit of the company, and we have high potential to succeed in agricultural industry, the method of plantation is not complicated and it needs less attention, low service, management and labor cost and it also have a high demand during festive season.

Gourmet Flower Sdn. Bhd. mission is to gain profit while being part of the plantation supplier in the food industry, we also like to diverse the cooking method by introducing ginger bud to the food service industry. We also want to grab the opportunities by government that is now stressing on agricultural sector. Our vision is to be able to supply enough ginger buds throughout Asia and take it to the international level and achieve higher profit time by time. Our objective are to gain profit, enlarge the ginger bud market, to be able to supply ginger bud across region, to grab the opportunities by government and gain experience in agricultural sector, to practice the skill and knowledge and finally to be a role model to youngsters and encourage them to involve in agricultural activities.

Organization structure is very essential so that every individual in organization can be assigned with specific task and responsibility. The manager of Gourmet Flower Sdn Bhd is Muhammad Amin Bin Ahmad. We have four departments in this company and every department has it own manager to supervise. Hanee Binti Mugien as Marketing manager, Nuradibah Binti Abdul Rahman as Production manager, Nabila Binti Abd Samad as Administrative manager and Shamin Junaidi Bin Jamaluddin as Financial manager. We also have three general workers that involves in yielding of plantation, packaging, grading and cleaning up the plantation area.

Our company's activities are farming and distributing ginger bud to Brahim's company, Dim Son Ent. and Dewina Food Industry. We also market the ginger bud to Singapore, Toa Payoh Pasar Borong, Selangor which is at Pasar borong Selayang and Bandar Baru Bangi and Pasar Borong around Melaka. The ginger flower that we produce each and everyday is freshly packed and transported based on the standard sizes that have been set. We choose to stress on quality than quantity because fresh ingredient creates delicious food.

In order to increase the sales and add more customer too our market, we had plan some marketing effort such as displaying signboard and banners, placing stickers with company's name on packaging box, provide customer care and service through e-mail.

A part from administrative and marketing plan, Gourmet Flower Sdn Bhd also plans our operation activities in order to make sure that our business will make customer's expectation which include production perimeters such as quality, quantity and time. Operation management involves three main processes which is business input, business output and transformation. Input process including general workers, fertilizer and pesticide, farming equipment, machines, capital and packaging box and our out item is Ginger Bud.

Our supplier is Jabatan Pertanian Negeri Johor. We received the ginger bud plant from them under the government subsidy, Wah Ha Sdn Bhd. We buy fertilizers, pesticide and farming equipment from this company. We have considered plucking area, store, office, chiller, grading, compile and washing area, machine area and packaging and inspection area.

In order to calculate the cash flow of this business, we decided to make a financial plan to forecast the sales, operational costs, marketing costs, administrative costs. Cash transactions need to be recorded so that we have proof on the flow of the money. This forecast is important in order to ensure the business is in a profitable condition.

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