



UNIVERSITI TEKNOLOGI MARA

CAWANGAN SABAH
FACULTY OF PLANTATION

ENT 300

FUNDAMENTAL OF ENTREPRENEURSHIP

“FLOWER RETAILER”

FLORIST EVE ENTERPRISE

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CONTENT

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CONTENT	PAGE
Submmission latter	1
Acknowledgement	2
1.0 Introduction	3
1.1 business background	4
1.2 partners background	6
1.3 enterprise agreement	12
1.4 purpose	16
1.5 business location	17
1.6 business and supplier location	18
2.0 administration plan	19
2.1 introduction	20
2.2 company vision, mission and objectives	21
2.3 company organization	22
2.4 logo of company	23
2.5 motto	24
2.6 strategies of business	25
2.7 organization chart for administration department	26
2.8 list of task and responsibilities	27
2.8.1 roles and function of administration department	29
2.9 working hour	30
2.10 schedule of remuneration	31
2.11 workers incentive schemes	32



2.11.1 list of office equipment(administration department)	33
2.11.2 list of utilities estimation	34
2.11.3 list of miscellaneous equipment	35
2.11.4 total administration budget	36
3.0 marketing plan	37
3.1 Introduction	38
3.2 Objectives Marketing Plan	39
3.3 Promotion Strategy- Advertising	40
3.3.1 Outdoor Advertisement	44
3.4 Marketing Budget	46
3.5 Sales Forecast	47
3.6 Target Market	49
3.7 Marketing Strategies	50
3.7.1 Product Strategy	51
3.7.2 Pricing Strategy	52
3.7.3 Place Strategy	54
3.7.4 Distribution Strategy	54
3.8 Competitors In The Market	56
3.9 List of Task and Responsibilities	58
3.9.1 Schedule of Remuneration	59
4.0 Operation Plan	60
4.1 Introduction	61
4.2 Objective	62
4.3 Process Planning	63
4.3.1 Activity Charts For Flower Selling	64
4.3.2 Process Flow Chart Maintain The Roses Freshness	66



4.3.3 Dying The Roses	67
4.3.4 Potpourri	68
4.4 Operation Layout Based on Marketing	69
4.5 List of Task and Responsibility	70
4.5.1 Schedule Of Remuneration	71
4.5.2 List Of Operation Personnel	72
4.6 Production Planning	73
4.6.1 Material Planning	77
4.6.2 Machine and Equipment Planning	78
4.6.3 Overheads Requirements	78
4.7 Location Plans	79
4.8 Business and Operation	80
4.9 Operations Budget	81
4.10 Implementation Schedule	82
5.0 Financial Plan	83
5.1 Introduction	84
5.2 Financial Objective	85
5.3 Financial Responsibilities	86
5.4 The Purpose Of Financial Planning	86
5.5 Importance of Financial Plan	86
5.6 Financial Plan Strategy	86
5.7 Financial Analysis	87
5.7.1 Projected Administrative, Marketing and Operation Expenditure.	88
5.7.2 Projected Sales and Purchases.	91
5.7.3 Collection for Sales and Payment for Purchase	92



1.0 INTRODUCTION

Our business get name from a conversation among us. From our consensus, we have agree to put “Florist Eve”. Readers must be wondering why we choose that name? We have agreed to choose this name because florist show our main business. We have to work, play and serve flower. Well, what comes first in your mind when someone told you a story of flower? It is beautiful, magnificent, glittering and makes your eyes fixed in it. Without having a second thought, you are now trying to imagine how beautiful the flowers is . Now, imagine when the roses now became a bunch of Blue Roses, given by your special one. You are very happy and the roses itself make your cheek blushing, and suddenly you come to your sense. Is Blue Roses even exists in the first place? Nope, it doesn't, but you have it, given by your special one, and that very blue roses is now become your memory, your blue colour of memories.

Dear readers, no one ever satisfy on what they have now and keep on demanding more, and from this very reason, we are trying to buy an opportunity by satisfying this ‘cannot be satisfied’ desire that own by every single human in this world. Human in nature, are full of wants and it is never enough. They’re seeking something new every day in their life to enjoy their life to the fullest and that is what we trying to achieve.

Although fresh flower is common in Malaysia, especially in peninsular Malaysia. Business about fresh flower was having established in Sabah but it does not have much competitor for business about fresh flowers. We are trying to introduce something new to the society by gains the odds and we all believe that this very own risk are really worthy to be realized.

We believe that this business has a huge potential of succession and it'll expand without boundaries. It'll be well accepted in the society nowadays who knew that nothing is impossible. If other entrepreneur can success, why not us? “Trust because you are willing to accept the risk, not because it's safe or certain.” Anonymous.