



**UNIVERSITI TEKNOLOGI MARA CAWANGAN KEDAH
KAMPUS SUNGAI PETANI**

INTRODUCTION TO ENTREPRENUERSHIP ETR300

IKEBANA COLLECTION

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Introduction

What is Ikebana?

Ikebana is a Japanese Flower Arrangement. It is hospitality from heart, using various plants and flowers. It is an art, which the force of life expressed in living plants and the spirit of the person arranging them speak deeply to each other and unite to create new beauty and form.

Ikebana Collection

This business is a final idea came from four partners whom had been interested with this nature of business. Focusing on the flower arrangement, we aim to serve people whom interested in this Japanese style Flower arrangement.

There are various types of arrangement referring to the occasion such as New Year, Mothers' Day, Birthday and also arrangement in house such as in living rooms, entrances, Japanese Rooms, windowsills, table arrangements, bedrooms, kitchens and bathroom.

This business also aims to fulfill hotels needs, which in our observation there were lack of Japanese Style Flower Arrangement. In this modern environment, people are searching new looks of living style.

Purpose of preparing The Business Plan

Naturally, business plan has been made for the understanding the way that business run. Creditors or financial institution will read it when the business wants to apply loan. Instead of that, investors, businessmen and other person those want to know about the business performance of the business.

There are various purposes of preparing the business plan. They are:

- i. As an entrepreneurs' guideline in understanding the nature of the business also to know about the risk and barriers so that they can overcome it easily and successfully in the future.
- ii. It also can be used to convince the financial institutions or any other creditor that the business can stand tough after they give loan to the business.
- iii. In the nature of our business, Ikebana Collection is such a new product that normally people do not know what is Ikebana (Japanese Flower Arrangement) is all about? So with this business plan we can introduce it instead of prove to the public that this business has high potential in the market, so that every individual person can support towards the existence of Ikebana Collection.

Executive Summary

Ikebana Collection is specialized in selling Japanese Flower Arrangement (Ikebana Arrangement). All the partnership members are also take part as the board of director, Hirma Bt. Aziz as General and Administration Manager, Noorliha Bt. Rosli as Marketing Manager, Nurshahrul Bariah Bt. Md. Sobri and Maryani Bt. Zakaria as Financial Manager.

We start our business with RM 406 000.00 as our capital. The contribution of capital is as follow:

- | | |
|-----------------------------------|------------------------|
| 1. Hirma Bt. Aziz | RM 250 000.00(premise) |
| 2. Noorliha Bt. Rosli | RM 52 000.00 |
| 3. Nurshahrul Bariah Bt. Md Sobri | RM 52 000.00 |
| 4. Maryani Bt. Zakaria | RM 52 000.00 |

All partners have a good academic qualification and have working experience about 2 to 4 years. We have nine general workers that help us run the business.