



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

INTRODUCTION TO ENTREPRENEURSHIP ETR300

DREAMZ FLORIST ENTERPRISE

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KEPADA SESIAPA YANG BERKENAAN

Tuan/Puan

ASAS KEUSAHAWANAN (ETR)

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Pihak kami amat berbesar hati sekiranya pihak tuan/puan dapat memberi kerjasama yang sewajarnya kepada penama berkenaan.

Sekian, terima kasih.

Yang benar

MOHD. AZHAR OSMAN

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b.p. Provos

2.0 INTRODUCTION.

DREAMZ FLORIST ENTERPRISE has its own administration. It is an important part in making a business plan. It is all about the administration of the business and it can show us the skillful entrepreneur in managing and administering the business.

It also tells us about the mission and then the objective of the business plan that has been planned. The mission and the objective are made in order to make sure that the business more dynamics where it can make all the demanded of the customer can be filled.

The administrative also want to make sure that the management of the business can be run smoothly. The administrative is very important and it is clearly, orderly, easy to understand and being fulfilled with the responsibility of the entrepreneur to the business. It also prepared all the budgeted that involved in the administration of the business.

3.0 INTRODUCTION.

Marketing is a social and managerial process by which individuals and groups obtain what they need and wants through creating and exchanging products and value with others.

Besides that it is also defines as the performance of business activities that direct the flow of goods and services from producer to customer or user. It is also a process of planning and executing the conception, pricing, promotion and distribution of ideas, goods and services to create exchanges that satisfy individual and organizational objectives. These activities carried out systematically to encourage and increase sales of products or services as long as the activities are in line with religious and ethical practices.

In wider concepts, marketing is important in order to satisfy the needs and wants of the customer. It is vital to ensure the business could reach a maximize profits.

3.2 TARGET MARKET.

Target market is defined as the groups of customer that have needs and wants that can be satisfied by the business through the supply of goods and services. DREAMZ FLORIST ENTERPRISE has developed some aspects in determined target market. It is based on three segmentation such as geographic, demographic and psychographics.

Based on geographic segmentation our target customer can be classified as follows:

Percentage of population in North area of Peninsular Malaysia.

a) Population in Sungai Petani	50%
b) Population in Alor Setar	10%
c) Population in Pulau Pinang	25%
d) Population in Perlis	5%

Demographic and Psychographics segmentation.

- a) An entrepreneur who involved in florist business.
- b) Any club or society interested in this product.
- c) Commercial sales to the foreign customer who interested in this product.
- d) Students from education institution that is near to the business location.
- e) Any person or groups that interested in this product.