



**FACULTY OF BUSINESS MANAGEMENT**

**DIPLOMA IN BUSINESS STUDIES (TRANSPORT)**

**J4BA1175A**

**ENT300**

**(FUNDAMENTALS OF ENTREPRENEURSHIP)**

**BUSINESS NAME**

MELODYLAN SHOP

**PRODUCT NAME**

SURPRISE GIFT BOX AND BOUQUET

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## **EXECUTIVE SUMMARY**

Melodylan Shop offers surprise gift box sets that have various types of sets which come with different items in the box or set. Our product does give customers a chance to celebrate and create memories with their loved one on their special day without even needing to think about what they need to prepare.

We target customers from families, teenagers and also working people. The family members always wanted to have a party such as a birthday party for their child, and here is where our services are needed to prepare gifts for their loved ones.

The location of our business in Penang is near the residence area, school and also university. So, it's very easy for us to attract customers to our business shop. Our product is in the middle range of price where all types of customers' income can afford to purchase.

We give our commitment to promote more about our business through social media and the internet. So, we created a social media site such as Instagram, because nowadays most people like to use social media and it is easy to make the customers notice about our business and buy our product.

## **1. Introduction**

### **1.1. Name of the Business**

Melodylan Shop is the name of our company that we choose. Melody is to music what a scent is to the senses, it jogs our memory. It gives face to form, and identity and character to the process and proceedings. It is not only a musical subject, but a manifestation of the musically subjective. It carries and radiates personality with as much clarity and poignancy as harmony and rhythm combined. As such a powerful tool of communication, melody serves not only as protagonist in its own drama, but as messenger from the author to the audience. Our business is selling surprise gift boxes and bouquets for any event such as birthday, anniversary, graduation day and any type of surprise that our customer requests. The word melody comes with a meaning that our service is to make our customer feel happy and satisfied just like the melody that brings impact to music.

### **1.2. Nature of Business**

Melodylan is a business that sells gift box products that offer a variety of surprise boxes for customers to purchase for any event such as, birthday, graduation day, appreciation gift and many more.

### **1.3. Industry Profile**

Starting our business with zero experience is not that easy and very challenging for us. Despite all the challenges, we all manage to survive with this business and that is what makes us feel more excited to run this business and ensure that this business is going to grow to be better and known all around one day. Our business is more to surprise delivery that is focused to make our customer satisfied with our services and product. Some of the bouquets come with money which we call money bouquet, chocolate bouquet and also surprise gift boxes that come with chocolate and also other things such as scrunchies, water bottle and other things based on the set that has been offered to them. We manage to get enough supply for our stock such as chocolate, new money from the bank and also other things. We will ensure that our stock is ready and will ensure to find another supplier that can supply us the stock that we need if our current supplier can't make it. For the next five years, my team and I plan to open a branch or outlet in another state based on the demand.