



**Universiti Teknologi MARA
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**Faculty of Applied Science
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ETR 300

BUSINESS PLAN

**FLOWER SUPPLIER
(Blossom Garden)**

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1.0 EXECUTIVE SUMMARY

1.1 Introduction

Flowers are a big part of people's lives. Their beauty and color allows us to convey our messages perfectly get-well soon for our sick friends and family, congratulatory messages to a newly promoted colleague, condolences to a grieving family, and to express our love to another person. Every occasion is celebrated with flowers.

In Sabah, flower supplier is very limited. Most of the florist shops in Kota Kinabalu get their flowers from suppliers that out from Sabah. The limited number of flower supplier in Sabah lead to high demand of flowers in Sabah and therefore making flower supplier is a good business to start with. That is why our company decided to start our business as a flower supplier.

In this business proposal we have included the entire requirement we need to start this business and the operation planning on how we are going to conduct our business.

Starting with the administration plan, we have included on the proposed business location, the organization of our company and the administration budget.

Followed by the operation plan. In this section, we will explain all the process involved in our business. This includes the process of growing flowers, packaging goods until the flowers are ready to be supplied to customers. The entire production budget also included in this section.

The strategies on marketing our product will be discussed in the marketing plan. In this section, we have also includes the estimation of our market share with our competitors together with our sales forecast for three years starting year 2010 until 2012.

With this business plan, we hope that our business operation will be in coordinate with what we have planned so that the purpose of our business will be achieved. We believe that Blossom Garden would be a good investment that would bring in much revenue in the future.