



اَوْنَبُوْرُ سِيْمِيْتِيْنِ تَنْكَبُوْرُوْكَنْ مَبَارَا  
UNIVERSITI  
TEKNOLOGI  
MARA

**ENT300**

**FUNDAMENTALS OF ENTREPRENEURSHIP**

**BUSINESS PLAN**



**PREPARED BY**

AM1105B

<b>ANGELIN AK FLOREN</b>	<b>2020999997</b>
<b>AZLIN ANAK PETER</b>	<b>2020957275</b>
<b>TRYPHOSA FAITH ANAK TUENG</b>	<b>2020956787</b>
<b>LYDIA LONEY ANAK KANYAN</b>	<b>2020950513</b>
<b>RACHEAL GRACE IBRAHIM</b>	<b>2020984443</b>

**PREPARED FOR**

**DR. SITĪ MARDINAH ABDUL HAMID**

**DATE OF SUBMISSION**

**15 JULY 2022**

<b>TABLE OF CONTENTS</b>	
<b>EXECUTIVE SUMMARY</b>	1
<b>1.0 INTRODUCTION</b>	
1.1 BUSINESS DESCRIPTION	
1.2 OWNER DESCRIPTION	2 - 10
<b>2.0 ADMINISTRATION PLAN</b>	
2.1 INTRODUCTION TO THE ORGANIZATION	
2.2 ORGANIZATION CHART	
2.3 ADMINISTRATION PERSONNEL	
2.4 OFFICE EQUIPMENT & SUPPLIES	
2.5 OFFICE FURNITURE AND FITTINGS	
2.6 ADMINISTRATIVE BUDGET	11 - 18
<b>3.0 MARKETING PLAN</b>	
3.1 INTRODUCTION OF MARKETING	
3.2 SERVICE DESCRIPTION	
3.3 TARGET MARKET	
3.4 MARKET TREND & MARKET SIZE	
3.5 COMPETITION	
3.6 SALES FORECAST	
3.7 MARKETING STRATEGY	
3.8 MARKETING PERSONNEL AND BUDGET	19 - 31
<b>4.0 OPERATION PLAN</b>	
4.1 OPERATIVES OBJECTIVES	
4.2 OPERATION PLAN	
4.3 OPERATION LAYOUT	
4.4 PRODUCTION PLANNING	
4.5 MATERIAL PLANNING	
4.6 OFFICE EQUIPMENT PLANNING	
4.7 LIST OF FURNITURE AND FITTINGS	
4.8 LIST OF OPERATION PERSONNEL	
4.9 MANPOWER PLANNING	
4.10 LOCATION	32 - 52

4.11 BUSINESS AND OPERATIONS HOURS	
4.12 OPERATION BUDGET	
<b>5.0 FINANCIAL PLAN</b>	
5.1 THE IMPORTANCE OF FINANCIAL PLAN	
5.2 PROJECT IMPLEMENTATION COST	
5.3 SOURCES OF FINANCE	
5.4 LOAN AMORTIZATION REPAYMENT SCHEDULE	
5.5 HIRE PURCHASE REPAYMENT SCHEDULE	
5.6 PRO FORMA INCOME STATEMENT	
5.7 PRO FORMA BALANCE SHEET	
5.8 FINANCIAL RATIOS	53 - 65
6.0 BUSINESS MODEL CANVES (BMC)	66
7.0 CONCLUSION	67
APPENDICES	68 - 76
REFERENCES	77

## **EXECUTIVE SUMMARY**

Chocolate surprises, bouquets of flowers, balloons and greeting cards are trademarks or key under the Forsythia Surprise Bouquet Enterprise business. The main objective of this business is to attract people to buy our surprise delivery gifts to make an individual is happy in a day. The price we give to customers is indeed reasonable with what we offer to customers. In addition, We also want to open a new agenda that opens up opportunities to the public in upgrading our business in the future. As a newly listed company in the market, our company will need to take into consideration all the factors to make sure that it can compete with other companies and satisfy customers' expectations, this is because there are many people involved in this business industry. Moreover, the general manager, administrative manager, marketing manager, operations manager, and finance manager are the other five crucial personnel who help run our company. We all play an important role in this business as well as will ensure this business will succeed smoothly as planned. According to our findings, we are targeting a wide range of customers because our company is placed in a city with a higher probability of attracting customers and convincing them to utilities our services. Additionally, the Forsythia Surprise Bouquet Enterprise's location is quite important because it is close to residential areas and college. With the help of the statement of financial status of our business, we think we can accomplish our corporate objectives. Finally, we hope that Forsythia Surprise Bouquet Enterprise can grow to be a well-known company in this community and elsewhere and enabling it to occasionally offer better services.

# **1.0 INTRODUCTION**

## 1.1 BUSINESS DESCRIPTION

<b>Name of Business</b>	➤ Forsythia Surprise Bouquet Enterprise
<b>Business Address</b>	➤ Saradise Kuching 1st floor lot 19680 sl.2 saradise kuching, Jalan Stutong, 93350 Kuching, Sarawak
<b>Business legal entity</b>	➤ Partnership
<b>Nature of Business</b>	➤ Service Business
<b>Social media (Instagram/ Facebook)</b>	➤ Facebook :Forsythia Surprise Bouquet ➤ Instagram : Forsythia Surprise Bouquet
<b>Email address</b>	➤ <a href="mailto:forsythiasurprisebouquet@gmail.com">forsythiasurprisebouquet@gmail.com</a>
<b>Telephone number</b>	➤ 019-8546129

### **Purpose of Preparing Business Plan**

1. A chance for business owners to critically, practically, and objectively assess potential initiatives.
2. To research and assess the enterprise's viability.
3. To persuade bankers, investors, and venture capitalists to provide funding and support for the project.
4. The business plan also serves as a set of rules for running the company on a daily basis.
5. The capacity to more efficiently allocate corporate resources.

## Business Background

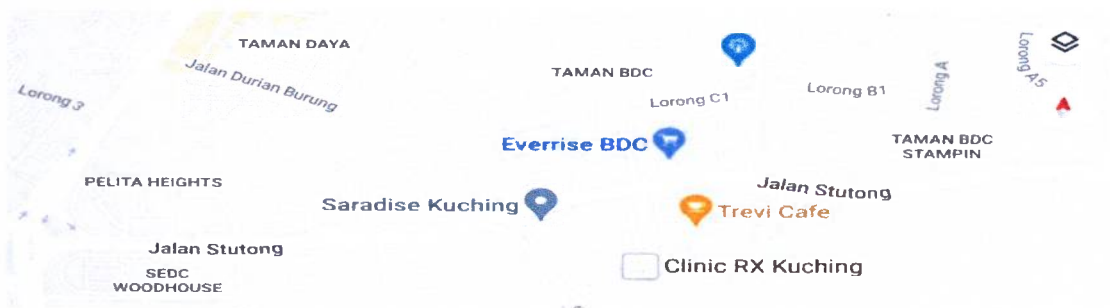


<b>Business Main Activity</b>	
<b>Core activity:</b>	Our business aims to show gratitude or delight someone with surprise gifts such as a bouquet of flowers, cakes, chocolates, balloons and greeting cards. As a result, doing this business activity has attracted attention among many people as well as become the latest trend.
<b>Other activities:</b>	In order to ensure that the core activity will proceed and move well, there are 4 primary business activities that are extremely important.
◆ <b>Administration</b>	<ul style="list-style-type: none"> <li>➤ Responsible to arrange the entire personnel administration plan.</li> <li>➤ To make sure that all equipment's are adequate and effective for the treatment.</li> <li>➤ To make sure the systematically of the management system.</li> </ul>
◆ <b>Marketing</b>	<ul style="list-style-type: none"> <li>➤ Responsible to plan on marketing strategies to gain profit as much as possible.</li> <li>➤ Analyzing the shares, targets, and size of the marketing.</li> <li>➤ Analyzing about product and service from other competitions.</li> </ul>
◆ <b>Operational</b>	<ul style="list-style-type: none"> <li>➤ Control all technical parts of business operations.</li> <li>➤ Responsible for ensuring that the business is able to meet the set standards.</li> <li>➤ Carry out supervisory responsibilities in accordance with company policies and applicable laws.</li> </ul>
◆ <b>Financial</b>	<ul style="list-style-type: none"> <li>➤ Responsible in charge of the cash flow.</li> <li>➤ Planning all business budget.</li> <li>➤ To control all the financial statement and profit or loss of business.</li> </ul>
<b>Business Commencement</b>	2 <sup>nd</sup> January 2022
<b>Registration Details</b>	2 <sup>nd</sup> December 2021
<b>Banking Details</b>	Forsythia Surprise Bouquet Bank Islam Malaysia: 11013026151010

## **BUSINESS LOCATION**

Mostly in world of business, having a good location is one of the benefits. It can help us align with the goals and demands of our organisation, which will enable us to optimise a business opportunity with minimal expense and risk. Additionally, our strategic position offers us easy access to consumers, transportation, employees, and other resources. Our business which Forsythia Surprise Bouquet Enterprise is very strategic location because it near to shop lots and residential areas.

Forsythia Surprise Bouquet Enterprise is planned to be located at Saradise 1st floor lot 19680 sl.2, Jalan Stutong, 93350 Kuching, Sarawak. We chose this location mostly because it is in a residential area and has a lot of shops. The location is quite crucial, thus we made the choice to open Forsythia Surprise Bouquet there. Therefore, we are going to lease an office building. Due to the lower rate on the bottom floor compared to the first, we decided to rent there. The plaster ceiling and beautiful tile flooring are already there on the ground floor. Moreover, as our location is part of a developing city, numerous utilities and amenities have been installed, including roads, water, electricity, the internet and so on.





## **2.0 ADMINISTRATION PLAN**

## **2.1 INTRODUCTION TO THE ORGANIZATION**

### **2.1.1 Vision**

- ❖ To guaranteed quality offering and obsession with customer service
- ❖ To create a globally trusted gifting brand that helps the customers celebrate the joy of giving with the benefit of the lowest prices in the market.

### **2.1.2 Mission**

- ❖ Providing an eCommerce platform for local businesses to thrive by offering our customers the freshest flowers from local florists and keeping a strong focus on developing and expanding our artisan gift offering.
- ❖ To empower small businesses and local artisans in an effort to nourish our local economy - an economy rich with bloomability.
- ❖ We're a growing as a team to make people happy with our services.

### **2.1.3 Objective**

- ❖ To ensure that our products meet our customer's satisfaction.
- ❖ To sell our products at an affordable and reasonable price to the customers.
- ❖ Provide the best service at a competitive price.
- ❖ Help our customers get quality products.
- ❖ Becoming one of the leading Bumiputra companies in related fields and then take steps towards the development of a dynamic country.
- ❖ Becoming a successful and respected organization

### **2.1.4 Motto**

“WE DELIVER TO YOUR DOOR”

### **2.1.5 Short Term Goals**

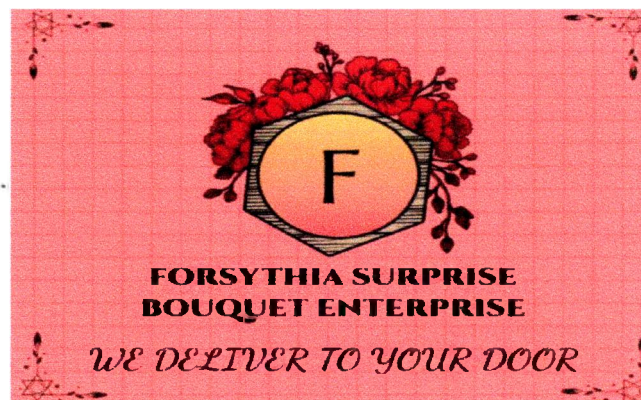
- ❖ Keep on improving the business according to feedback from customers to further improve product quality.
- ❖ Giving a promotion deals day once a week.
- ❖ Keep improving the feedback from every customers.
- ❖ Prioritize what customers want and requested.

### 2.1.6 Long Terms Goals

- ❖ To open other branches in other areas to further expand the business.
- ❖ Collaborate with other products to further increase the brand value of our products.
- ❖ To boost community participation in the next five years in order to be more productive in our local community surrounding.
- ❖ Open more opportunity job to people such as hired more workers to work at our shop.

### 2.1.7 Business Logo and Description

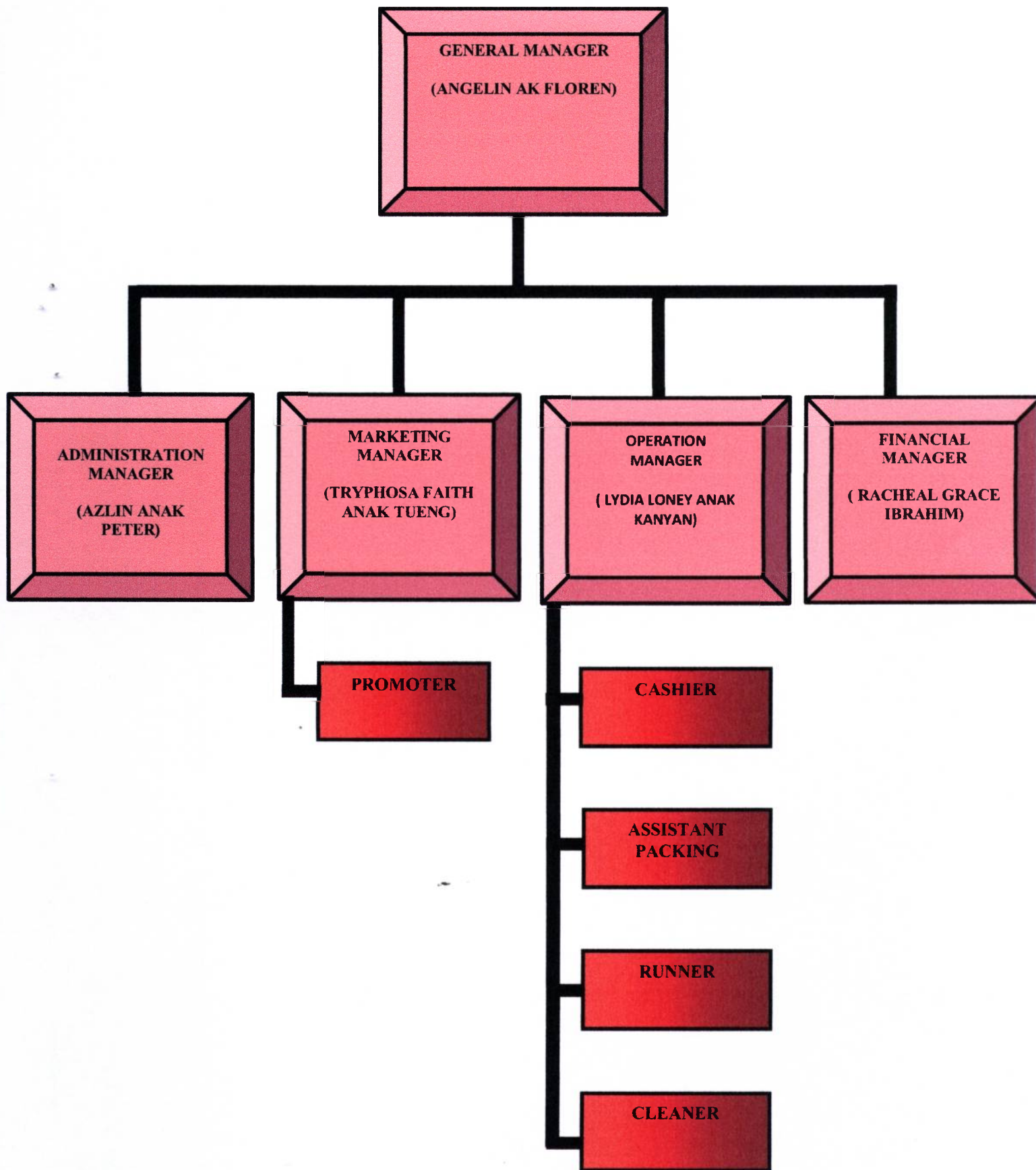
Forsythia Surprise Bouquet Enterprise is our shop name. Every word in the name has its own meaning. The capital “F”is stands for ‘Forsythia’. The reason why,we choose the word of “Forsythia”, because the beautiful yellow bush, cannot challenge Violet or Rose in terms of popularity, but is sure to be one of the most unique. Therefore



Our logo has its own deep meaning for every element that appears on that logo.

Due to that, the meaning of this our shop symbolizes that we are brave and willing to take any risk and challenges whereas we want to become a creative business woman with creating various of ideas to advance our business which are surprise bouquet. Other than that, our logo also symbolizes that our business are unique and attractive.

## 2.2 ORGANIZATION CHART



## 2.3 ADMINISTRATIVE PERSONNEL

*Table 1: List of Administration Personnel*

<b>POSITION</b>	<b>NO. OF PERSONNEL</b>
General Manager	1
Administrative Manager	1
Marketing Manager	1
Operational Manager	1
Financial Manager	1
<b>TOTAL</b>	<b>5</b>

*Table 2: Schedule of Tasks and Responsibilities*

<b>POSITION</b>	<b>TASKS AND RESPONSIBILITIES</b>
General Manager	<ul style="list-style-type: none"> <li>❖ Responsible in managing the company towards the vision, mission, and the objectives of the company.</li> <li>❖ To plan, organize, lead and control the daily operations of a business, region, operating unit or division.</li> <li>❖ Acts as a decision marker and cooperate gaining ideas to improve the business.</li> <li>❖ Monitor activities to ensure that all are being accomplished as planned.</li> </ul>
Administration Manager	<ul style="list-style-type: none"> <li>❖ Responsible to arrange the entire personnel administration plan.</li> <li>❖ To make sure that all equipment's are adequate and effective for the treatment.</li> <li>❖ To make sure the systematically of the management system.</li> <li>❖ Controlling and handling the staff salary.</li> <li>❖ To deliberate the tasks and job description of the stall.</li> <li>❖ Provide services and treatment to patients.</li> </ul>

Marketing Manager	<ul style="list-style-type: none"> <li>❖ Responsible to plan on marketing strategies to gain profit as much as possible.</li> <li>❖ Analyzing the shares, targets, and size of the marketing.</li> <li>❖ Analyzing about product and service from other competitions.</li> <li>❖ Provide service and treatment to patients</li> </ul>
Operation Manager	<ul style="list-style-type: none"> <li>❖ Control all technical parts of business operations.</li> <li>❖ Responsible for ensuring that the business is able to meet the set standards.</li> <li>❖ Carry out supervisory responsibilities in accordance with company policies and applicable laws.</li> <li>❖ Analyze customer's need and feedback.</li> </ul>
Financial Manager	<ul style="list-style-type: none"> <li>❖ Responsible in charge of the cash flow.</li> <li>❖ Producing accurate financial reports, accounting and information.</li> <li>❖ Planning all business budget.</li> <li>❖ To control all the financial statement and profit or loss of business.</li> </ul>

*Table 3: Schedule of Remuneration*

POSITION	NO	MONTHLY SALARY (RM) (A)	EPF (RM) (B) %	SOSCO (RM) (C)	TOTAL AMOUNT (RM) (A+B+C)
GENERAL MANAGER	1	2,000.00	240.00	34.15	2,274.15
ADMINISTRATION MANAGER	1	1,800.00	216.00	9.75	2,025.75
MARKETING MANAGER	1	1,800.00	216.00	9.75	2,025.75
OPERATIONAL MANAGER	1	1,800.00	216.00	9.75	2,025.75
FINANCIAL MANAGER	1	1,800.00	216.00	9.75	2,025.75
<b>TOTAL</b>	<b>5</b>				<b>RM10,485.15</b>

## 2.4 OFFICE EQUIPMENT & SUPPLIES

Table 4: List of Office Equipment & Supplies

TYPE	PRICE/UNIT (RM)	QUANTITY	TOTAL AMOUNT (RM)
<b>EQUIPMENT</b>			
Computer	909.00	7	6,363.00
Printer	101.00	4	404.00
Air-Conditioner	1,029.00	6	6,174.00
Fan	109.79	6	658.74
Wireless router (Wi-Fi)	129.00	2	258.00
Cashier machine	470.00	2	940.00
Office telephone	29.90	4	119.60
<b>TOTAL</b>			<b>RM 14,917.34</b>
<b>SUPPLIES</b>			
Calculator	19.90	7	139.30
Ink printer	19.90	25	497.50
Other expenditure			1000.00
<b>TOTAL</b>			<b>RM 1,636.80</b>

## 2.5 OFFICE FURNITURE AND FITTINGS

Table 5: List of Office Furniture and Fittings

TYPE	PRICE/UNIT (RM)	QUANTITY	TOTAL AMOUNT (RM)
<b>OFFICE FURNITURE AND FITTINGS</b>			
Chair	34.20	30	1,026.00
Chiller	1,599.00	2	3,198.00
Table	299.00	7	2,093.00
Cabinet	149.99	8	1,199.92
Light	19.95	11	219.45
Whiteboard	45.68	4	182.72
Sink	439.00	2	878.00
Extension wire	50	7	350.00
Toilet bowl	319.00	4	1,276.00

Door	28.50	8	228.00
Mirror	400.00	8	3,200.00
CCTV	868.00	4	3,472.00
Couch	750.00	1	750.00
Fridge	699.00	1	699.00
Signboard	180.00	1	180.00
<b>TOTAL</b>			<b>18,952.09</b>

## 2.6 ADMINISTRATIVE BUDGET

*Table 6: Administration Budget*

<b>ITEMS</b>	<b>FIXED ASSET (RM)</b>	<b>MONTHLY EXPENSES (RM)</b>	<b>OTHER EXPENSES (RM)</b>
<b>Fixed Assets</b>			
Office Equipment	14,917.34		
Furniture & Fittings	18,952.09		
<b>Working Capital</b>			
Rent		1,000.00	
Utilities		2,000.00	
Salaries, EPF & SOCSO (G.M, A.M and F.M )		6,325.70	
<b>Pre-Operations</b>			
Business Registration & License			5,000.00
Insurance			600.00
Other Expenditure			1,000.00
<b>TOTAL</b>			<b>RM 49,795.00</b>



## **3.0 MARKETING PLAN**

### **3.1 INTRODUCTION OF MARKETING**

We have planned to sell surprise delivery gifts such as surprise bouquet for customer. It comes with fresh flowers, fake flowers and a premium quality chocolate. We also provide add on such as balloons depending on customer requests. Our service is very satisfactory.

#### **3.1.1 REASON FOR STARTING BUSINESS**

The reasons why we starting business is to make side income. Using the side income when can use for our study or anything. If we have the side income, we can buy or provide other something new for our business. We will do the best to run the business and attract customer's attention. Next, other reason for starting the business allows us to keep all the profits rather than working for owners who keep all profits. By starting the business, we can learn how to manage the business. By provide the product, we can learn something new. If there is a shortage with our product, we will improve it and be the best sellers in the world. A successful business would put us in a place to do something about that. So, if we have faced many problems. We take it as our experience and challenge in the business. We solve it with patience.

### **3.2 SERVICE DESCRIPTION**

Forsythia Surprise Bouquet Enterprise is to make a surprise using a bouquet consisting of fresh flowers, fake flower and premium chocolates. Nowadays, people prefer to surprise relatives, friends, family, loved ones. So, with the availability of our services, this greatly simplifies the work of our customers as everything is already available. Moreover, we provide service delivery. It will save them time because we will arrange everything. In addition, we will also provide a bouquet consisting of various types of fresh flowers and fake flowers. It depends on the customer's request. Not only flowers, but we will also add chocolate or balloon in the bouquet depending on customer demand.

We will provide the best service for our customers. Forsythia Surprise Bouquet will also take various bouquet orders. For example, for Birthdays, Valentine's Day, Convocation Day, Mother's Day, Father's Day, Wedding and even some special days. Therefore, delivery services such as Cod to send the surprise bouquet to customers.

We provide the best delivery service. For Cod, we charge based on kilometers. We are a trusted seller. If available customers want to pick up their own products. We encourage too, it's up to them. Whether you prefer to pick up or delivery the product. We will provide and do anything for our customers because our biggest asset is the customer.

### **3.3 TARGET MARKET**

Target Market means the people who are our target market for Forsythia Surprise Bouquet Enterprise. Our business sells surprise delivery gifts. So, we choose ladies, man, teenagers, adults, people who are looking to give friend, relative, colleague a surprise gift as a target market. We decided that they were the right target market for our business.

We must make sure the product quality is the best. Next, the price needs to be affordable because we believe all product prices have increased. So, we charge reasonable prices and quality to attract customers.

### **3.4 MARKET SIZE AND TRENDS**

Market size refers to the total purchases of the target market or the total number of such buyers of our own products in a particular market. First of all, estimating the Market Size is one an important first step is to calculate the Market Share of a business, and a company's competitors. Then, the estimate can be to estimate who predicts sales throughout the year. So, this means that the estimate of market size is actually done in the form of sales units (in ringgit). After making a survey, we established and reviewed that the total number of people was based on us market segment. Who will purchase this surprise delivery gift cannot be determined. Due to the difficulty, we have in estimating our customers. Since everyone will unquestionably purchase a surprise delivery gift for a loved one, friends, family and many more.

After making a survey based on Kuching population, we estimate **10%** of ladies, men, teenagers, adults, people who are looking to give a friend, relative, colleague a surprise gift from Kuching. And it will contribute to Forsythia Surprise Bouquet Enterprise sales.

### Kuching - Historical Population Data

Year	Population	Growth Rate
2022	631,000	1.61%
2021	621,000	1.47%
2020	612,000	1.66%

**631,000**

The current metro area population of Kuching in 2022 is **631,000**, a 1.61% increase from 2021. The metro area population of Kuching in 2021 was 621,000, a 1.47% increase from 2020. The metro area population of Kuching in 2020 was 612,000, a 1.66% increase from 2019.

### Population of targeted customers in Kuching

:631,000 people.

$631,000 \times 10\% = 63,100$  people.

### Population x Average Price = Market Size

$:63,100 \times \text{RM}50 = \text{RM}3,155,000.00$

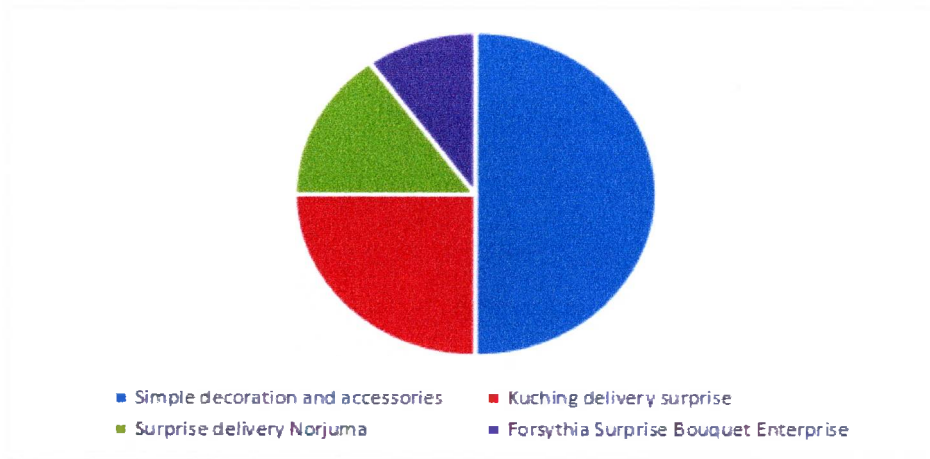
$\text{RM } 3,155,000.00 \times 12$  months

Per year = **RM 37,860,000.00**

### 3.4.2 MARKET SHARE (BEFORE)

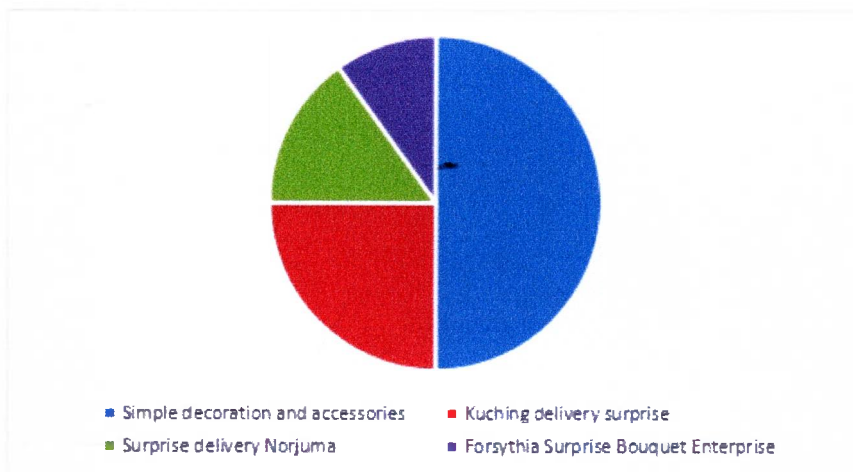
No	Competitors	%	Amount
1	Simple decoration and accessories	50 %	RM 18,930,000.00
2	Kuching delivery surprise	35 %	RM 13,251,000.00
3	Surprise delivery Norjuma	15 %	RM 5,678,000.00
<b>TOTAL</b>		<b>100 %</b>	<b>RM 37,860,000.00</b>

### MARKET SHARE (BEFORE)



### 3.4.3 MARKET SHARE (AFTER)

No	Competitors	%	Amount
1	Simple decoration and accessories	50%	RM 18,930,000.00
2	Kuching delivery surprise	25 %	RM 9,465,000.00
3	Surprise delivery Norjuma	15 %	RM 5,679,000.00
4	<u>Forsythia Surprise Bouquet Enterprise</u>	10 %	RM 3,786,000.00
<b>TOTAL</b>		<b>100 %</b>	<b>RM 37,860,000.00</b>



### 3.5 COMPETITORS

We also know that we have competitors to run this business because there are so many stores that run surprise gift delivery. So, this is not a barrier for us. We also do our job well. This is the reason why we chose this business because we know what exciting customers can be and make them satisfied. So, we have a variety of interesting and unique designs. Not only that, but we are also welcoming customer requests because our principle is customer first. Before ordering, we always discuss with suppliers such as suppliers of fresh flowers, premium chocolates, and fake flowers to ensure products arrive safely.

Based on our research, we have found that there are three strong competitors around our business Company. The table below shows the name, strength, and weaknesses of our competitors.

NAME OF COMPETITORS	STRENGTH	WEAKNESSES
Simple decoration and accessories	<ul style="list-style-type: none"> <li>• Town area</li> <li>• Famous</li> </ul>	<ul style="list-style-type: none"> <li>• Too simple.</li> <li>• Not so many choices</li> </ul>
Kuching delivery surprise	<ul style="list-style-type: none"> <li>• Has long been in business</li> <li>• Provides many add on in the bouquet such as cakes, canned drinks, perfumes and more</li> </ul>	<ul style="list-style-type: none"> <li>• Expensive price</li> <li>• Extra charge</li> </ul>
Surprise delivery Norjuma	<ul style="list-style-type: none"> <li>• Affordable price</li> <li>• Well-known</li> </ul>	<ul style="list-style-type: none"> <li>• Slow service</li> <li>• Bouquet packaging is not attractive</li> </ul>
Forsythia Surprise Bouquet Enterprise	<ul style="list-style-type: none"> <li>• Affordable price</li> <li>• Good Service &amp; Fast service</li> <li>• Provide fresh flower &amp; premium chocolates.</li> </ul>	<ul style="list-style-type: none"> <li>• Non popular</li> <li>• Lack of customer awareness because still new</li> </ul>

### 3.6 SALES FORECAST

#### Sales Forecast for Year:

Month	Sales Forecast (RM)
January	RM 315,500.00
February	RM 315,500.00
March	RM 315,500.00
April	RM 315,500.00
May	RM 315,500.00
Jun	RM 315,500.00
July	RM 315,500.00
August	RM 315,500.00
September	RM 315,500.00
October	RM 315,500.00
November	RM 315,500.00
December	RM 315,500.00
<b>TOTAL</b>	<b>RM 3,786,000.00</b>

**Sales Forecast by Year:**

<b>Year</b>	<b>Percentage Increase (%)</b>	<b>Sales Forecast (RM)</b>
2022 (Year 1)	-	RM 3,786,000.00
2023 (Year 2)	Increased 10 %	RM 4,164,600.00
2024 (Year 3)	Increased 15%	RM 4,789,290.00

**2023**

$$\begin{aligned} & \text{RM } 3,786,000.00 \times 10\% \\ & = \text{RM } 378,600.00 + \text{RM } 3,786,000.00 \\ & = \text{RM } 4,164,600.00 \end{aligned}$$

**2024**

$$\begin{aligned} & \text{RM } 4,164,600.00 \times 15\% \\ & = \text{RM } 624,690.00 + \text{RM } 4,164,600.00 \\ & = \text{RM } 4,789,290.00 \end{aligned}$$



### **3.7 MARKETING STRATEGY**

Marketing strategy is the important in order to attract customers, consist of performance of the business activities which is the direct flow of product to the customers. The objective for the marketing strategy is to allow the company to carry out its mission effectively and also efficiently. Forsythia Surprise Bouquet Enterprise business provides the most satisfying needs customers. While running this business, we make decisions with a wide variety of opinions and expectations from all types of individuals. We have made sure customers are satisfied with us product. To validate and compete with other competitors, we come up with quality products, reasonable prices and product quantities.

However, our business needs some support and backing like alliances. Forsythia Surprise Bouquet has a unique alliance with Shoppe. The alliance is important to us because of them will allow the company to share the experience and resources of this firm at no cost of charge to our business. Marketing strategy consists of five key variables, known as 3P and 2Q Marketing.

These variables are as below:

1. Price
2. Product
3. Place (Distribution)
4. Quality
5. Quantity

#### **3.7.1 PRODUCT STRATEGY**

For product strategy, the thing we offer is products with high quality made of good raw materials, fresh flowers and even delicious premium chocolate. Not only that, but our products also come with led light and balloon. It depends on the customer's request. Customer can request as add on in surprise delivery. We will provide surprise delivery gift according to customer request. This is how we take care of our customers. Because the customer is always number 1.

### **3.7.2 PRICING STRATEGY**

For the pricing strategy, we set it as the main strategy to gain a stable and attractive market share attention from our customers. For example, we offer a special promotion for customers who purchase more than 5 bouquets. In addition, we also offer discounts to customers on weekends. This is a way to encourage them to repeat orders and become our loyal customers. Not only that, but we also offer a reasonable price of our products which is RM50.

### **3.7.3 PLACE/DISTRIBUTION STRATEGY**

The strategic location for Forsythia Surprise Bouquet Enterprise is at Saradise Kuching 1<sup>ST</sup> floor lot 19680 sl.2 Saradise Kuching, Jalan Stutong. Our business location is very strategic as it near lots of shop and residential areas as well as town areas. This is to make it easier for our customers to come.

The distribution strategy is aimed at creating an organized and controlled distribution system to ensure the products offered reach the target users. This is because of our desire to sustain the quality of our service is excellent. Not only that, but we also rely on online platforms. This is because we deliver our products directly to our customers and we use online platforms like Instagram, Facebook, WhatsApp in terms order, confirmation, payment.

### **3.7.4 PROMOTION STRATEGY**

We use several types of online and social media applications that are commonly used by the public each. Among them are Facebook, Instagram, WhatsApp, and for back up that is we use Shopee. We chose this social media to promote our business store and promote our surprise bouquet. And this will give us an advantage as there is no cost of charge for marketing.

### 3.8 MARKETING PERSONNEL AND BUDGET

#### 3.8.1 Marketing Personnel Schedule.

##### SCHEDULE OF TASKS AND RESPONSIBILITIES

POSITION	TASKS AND RESPONSIBILITIES
General Manager	<ul style="list-style-type: none"> <li>❖ Responsible in managing the company towards the vision, mission, and the objectives of the company.</li> <li>❖ To plan, organize, lead and control the daily operations of a business, region, operating unit or division.</li> <li>❖ Acts as a decision marker and cooperate gaining ideas to improve the business.</li> <li>❖ Monitor activities to ensure that all are being accomplished as planned.</li> </ul>
Administration Manager	<ul style="list-style-type: none"> <li>❖ Responsible to arrange the entire personnel administration plan.</li> <li>❖ To make sure that all equipment's are adequate and effective for the treatment.</li> <li>❖ To make sure the systematically of the management system.</li> <li>❖ Controlling and handling the staff salary.</li> <li>❖ To deliberate the tasks and job description of the stall.</li> <li>❖ Provide services and treatment to patients.</li> </ul>
<b>Marketing Manager</b>	<ul style="list-style-type: none"> <li>❖ Responsible to plan on marketing strategies to gain profit as much as possible.</li> <li>❖ Analyzing the shares, targets, and size of the marketing.</li> <li>❖ Analyzing about product and service from other competitions.</li> <li>❖ Provide service and treatment to patients</li> </ul>

Operation Manager	<ul style="list-style-type: none"> <li>❖ Control all technical parts of business operations.</li> <li>❖ Responsible for ensuring that the business is able to meet the set standards.</li> <li>❖ Analyse customer's need and feedback.</li> <li>❖ Carry out supervisory responsibilities in accordance with company policies and applicable laws.</li> </ul>
Financial Manager	<ul style="list-style-type: none"> <li>❖ Responsible in charge of the cash flow.</li> <li>❖ Producing accurate financial reports, accounting and information.</li> <li>❖ Planning all business budget.</li> <li>❖ To control all the financial statement and profit or loss of business.</li> </ul>

### 3.8.2 REMUNERATION SCHEDULE

POSITION	NO	MONTHLY SALARY (RM) (A)	EPF (RM) (B)	SOSCO (RM) (C)	TOTAL AMOUNT (RM)
General Manager	1	2,000.00	240.00	34.15	2,274.15
Administrative manager	1	1,800.00	216.00	9.75	2,025.75
Marketing manager	1	1,800.00	216.00	9.75	2,025.75
Operational manager	1	1,800.00	216.00	9.75	2,025.75
Financial manager	1	1,800.00	216.00	9.75	2,025.75
<b>TOTAL</b>	<b>5</b>				<b>10,377.15</b>

### 3.8.3 MARKETING BUDGET

Items	Fixed Asset (RM)	Working Capital (RM)	Other Expenses (RM)
<b><u>Fixed Assets</u></b>			
Signage	3,000.00		
Furniture & Fitting	5,000.00		
Office Equipment	8,500.00		
<b><u>Working Capital</u></b>			
Marketing salary + EPF+SOSCO		2,025.75	
Promoter (4)		4,000.00	
Petrol and vehicle maintenance		1,000.00	
<b><u>Other Expenditure</u></b>			
Other expenditure			650.00
Grand opening			600.00
<b>TOTAL (RM)</b>	<b>16,500</b>	<b>7,025.75</b>	<b>1,250</b>

# **4.0 OPERATION PLAN**

#### **4.1 PROCESS OBJECTIVES**

Every business has their own business plan. The operating plan is one of the most important things that need to be in a business. This is because with the operation plan, the business will be more organized, and every work requirement can be done in a controlled manner in accordance with an operating plan made. It will also be easier for employees to refer when they need to confirm something. This operating plan helps a lot in completing our work without any mistakes. As for example, a step-by-step plan on our operating business including how to order, budget plans and more important information included in the operating plan. Therefore, with the mention of a specific plan in the operating business, our business will be able to be great business for customers who buy our products.

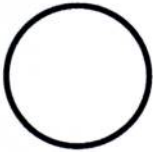

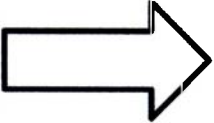
The objective if this operation is important to ensure the company can create products or deliver services according to customer specifications, quality and time frame. Furthermore, Operation management can be recognized as the process of organizing business input to transform it be an output in the form of a product or service. Therefore, operational objectives should be achievable to provide clear direction for the day-to-day operations of our business. Setting operational objectives should be accepted by all staff as they may have different priorities and values. Therefore, it is important to include employees in the process of setting goals and describing them as clearly as possible so that they can understand with each of their jobs.

The objective in a business is to ensure that all activities are carried out on time and cost effective by 20% by 2024 and ensure organizational processes are in accordance with the plans that have been discussed with high legislation. Not only that, the business process as well to generate financial data efficiently to maximize profits for each sale and manage budgets in the business effectively in order to maximize sales and minimize the cost of a product being sold. It is also to recruit, train and supervise staff efficiently for the highest level of performance accordingly standards so that they can manage the business in good condition and provide excellent quality of service to customers.

## 4.2 OPERATION PLAN

### 4.1.1 PROCESS PLANNING

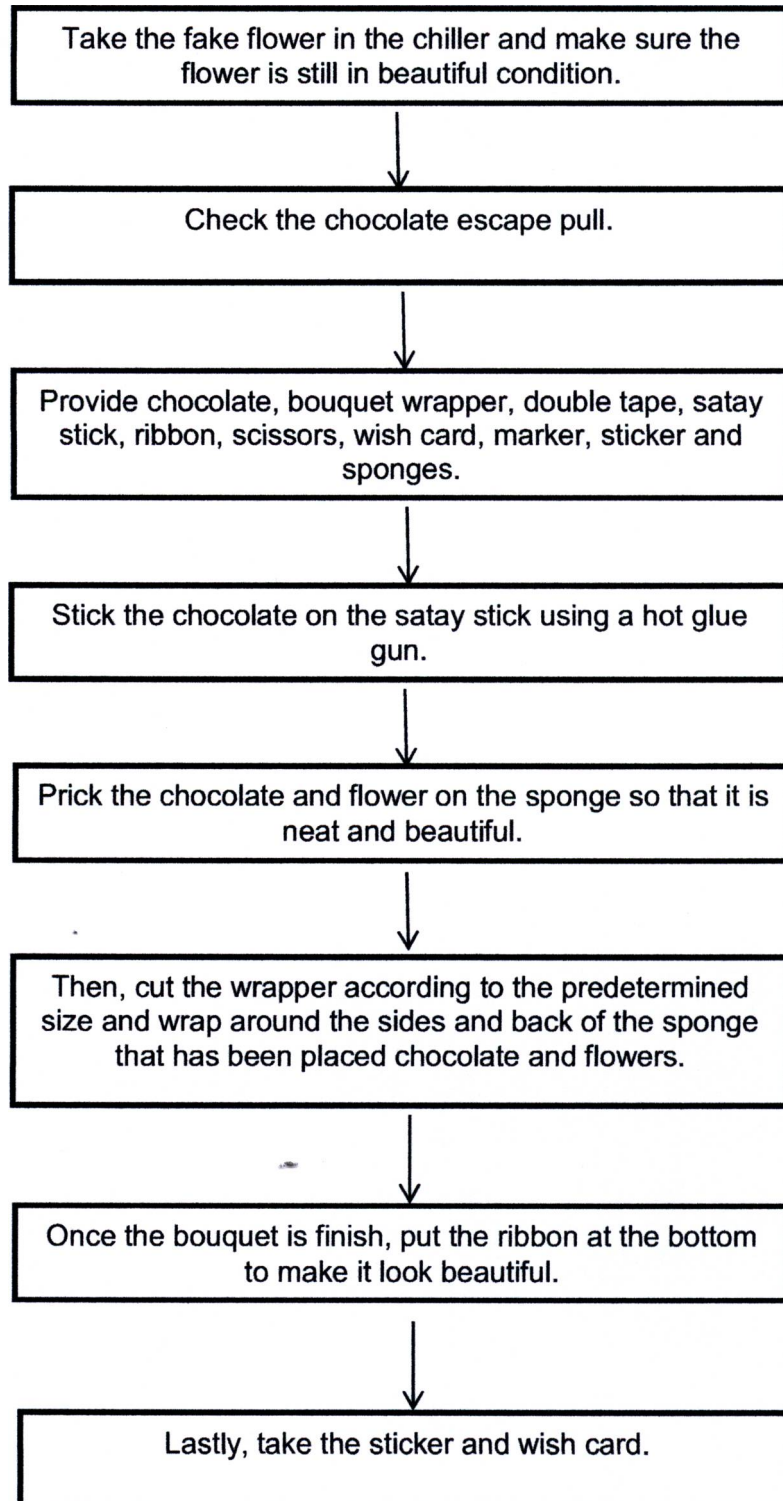
Conventional Symbol Used in the Process Chart

Symbol	Activity	Description
	Operation	Activity that modifies, transform or gives added value to the input.
	Inspection	Activity that measures the standard or quality.
	Transportation	Movement of material or goods from one place to another



#### 4.1.2 PROCESS PLANNING

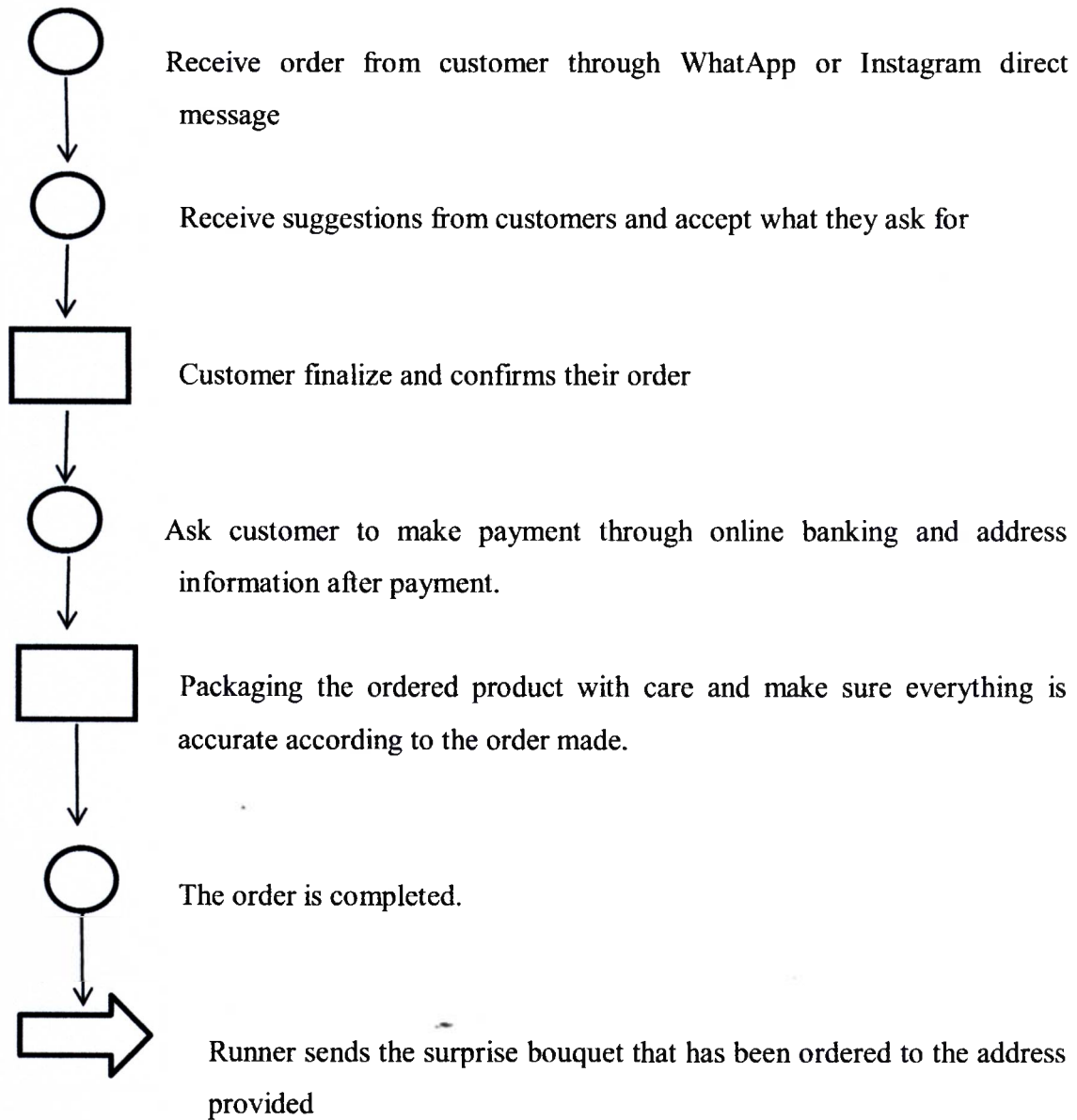
#### FLOW CHART FOR THE PRODUCTION OF AIRE SURPRISE DELIVERY GIFT



*Figure 4.1.2; Daily activity chart*

### 4.1.3 OPERATION PROCESS

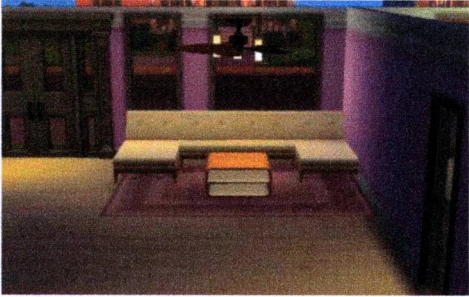



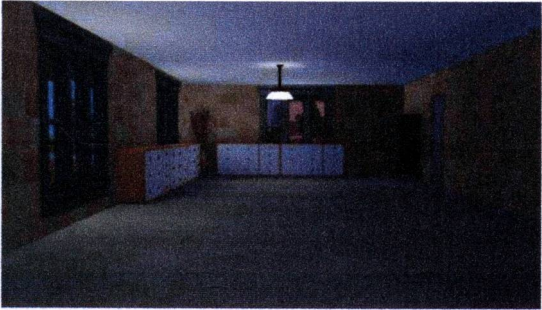
#### FLOWCHART FOR PRODUCTION OF FORSYTHIA SURPRISE BOUQUET ENTERPRISE



### 4.3 OPERATION LAYOUT



*Diagram 4.2: Operation Layout Plan a Forsythia Surprise Bouquet Enterprise*

PARTITION	DESCRIPTION
<p>Waiting area</p> 	<p>Sofas will be provided for customers to sit and wait for the surprise bouquet that has been ordered.</p>
<p>Counter</p> 	<p>A place for customers to pay after the surprise bouquet made is ready.</p>
<p>Preparation Room</p> 	<p>This place is for staff to make surprise bouquets.</p>
<p>Pantry</p> 	<p>Pantry is only for staff. Staff can get some drinks, snacks and foods there.</p>
<p>Store</p> 	<p>This store is to store items such as flowers, chocolates and other ingredients.</p>

Office General Manager



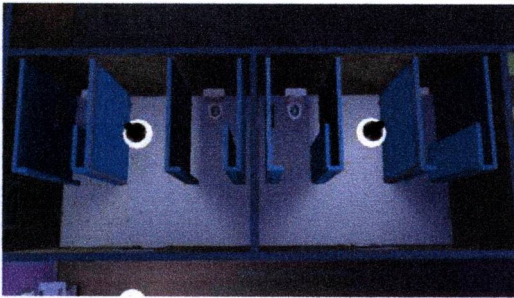
This is the office of General Manager

Office of staff



This is office of Financial Manager, Administration Manager, Marketing Manager and Operational Manager.

Toilet



This is toilet for women and man

#### 4.4 PRODUCTION PLANNING

1. Average sales forecast month = RM 315,500.00

2. Price per unit = RM315,500.00

RM50.00

= 6,310 per unit

3. The number of working days per month is 26 days.

4. The amount of output to be produced per day is :

- Working days ( Sunday closed ) = 26 days

= 6,310

26

= 242 unit per days

## 4.5 MATERIAL PLANNING

### 4.1.1 Bill Of Material

Table below showed surprise bouquet items for a month.

MATERIAL	QUANTIT Y	SAFETY STOCK	TOTAL MATERIAL REQUIREME NT	PRICE / UNIT (RM)	TOTAL PRICE (RM)
Fresh flower	250	250	500	22.80	11,400.00
Fake flower	4,000	4,000	8,000	1.65	13,200.00
Waterproof wrapper	3,750	3,750	7,500	1.00	7,500.00
Ribbon (22m)	-	-	200	1.50	225.00
Sponges	-	-	2,500	1.80	4,500.00
Chocolate					
- Cadbury	50 Jars	50 Jars	100	23.00	4,350.00
- Cloud 9	50 Jars	50 Jars	100	20.50	
Satay stick	-	-	80	8.90	623.00
Led light (2m)	4,000	4,000	8,000	1.12	8,960.00
Wish card	4,000	4,000	8,000	0.65	5,200.00
Envelope	4,000	4,000	8,000	0.41	3,280.00
Double tape	-	-	500	2.60	1,300.00
Plushies	-	-	5,000	1.50	7,500.00
Balloon	4,000	4,000	8,000	0.59	4,720.00
Markers (set colouring)	3 Set	2 Set	5 Set	19.00	95.00
Sticker	-	-	500 pcs	3.50	1,750.00
Surprise box	-	-	412	10.00	4,120.00
Hot glue gun	-	-	14	6.00	84.00
Glue stick	25.5	25.5	51	1.30	66.00
<b>TOTAL</b>					<b>78,873.00</b>

Table 4.1.1: Table of bill of material

#### 4.1.2 Supplier Of Surprise Bouquet Items

<b>NO</b>	<b>ITEMS</b>	<b>SUPPLIER</b>
1	Fresh flower	Lavender Flora Sdn.Bhd (R.M)
2	Fake flower	Kelly Florist Kuching (R.M)
3	Waterproof wrapper	MR D.I.Y (O.E)
4	Ribbon	SuperSave, Kuching (R.M)
5	Sponges	SuperSave, Kuching (R.M)
6	Chocolate - Cadbury - Cloud 9	Cocoa Wonder Shop, Vivacity (R.M)
7	Satay stick	MR D.I.Y (O.E)
8	Led light (2m)	SuperSave, Kuching (R.M)
9	Wish card	SuperSave, Kuching (R.M)
10	Envelope	SuperSave, Kuching (R.M)
11	Double tape	MR D.I.Y (O.E)
12	Plushies	SuperSave, Kuching (R.M)
13	Balloon	MR D.I.Y (O.E)
14	Markers ( set colouring )	MR D.I.Y (O.E)
15	Sticker	MR D.I.Y (O.E)
16	Surprise box	SuperSave, Kuching (R.M)
17	Hot glue gun	MR D.I.Y (O.E)
18	Glue stick	MR D.I.Y (O.E)

Table 4.1.2:List of supplier



## 4.6 OFFICE EQUIPMENT PLANNING

4.1.1 Table below show list of office equipment

ITEMS	QUANTITY	PRICE PER UNIT (RM)	TOTAL COST (RM)
Printer	4	101.00	404.00
Computer	7	909.00	6,363.00
Calculator	7	19.90	139.30
Ink printer	25 Set	9.90	247.50
Ceiling fan	6	109.79	658.74
Cashier machine	2	470.00	940.00
Office telephone	4	29.90	119.60
Extension wire	7	50.00	350.00
First aid kit	2	29.90	59.80
<b>TOTAL</b>			<b>9,281.94</b>

Table 4.1.1:List of office equipment

4.1.2 Supplier of office equipment

NO	ITEMS	SUPPLIERS
1	Printer	P.C Image, Plaza Merdeka (O.E)
2	Computer	P.C Image, Plaza Merdeka (O.E)
3	Calculator	MR D.I.Y (O.E)
4	Ink printer	P.C Image, Plaza Merdeka (O.E)
5	Ceiling fan	Panasonic (O.E)
6	Cashier machine	Panasonic (O.E)
7	Office telephone	P.C Image, Plaza Merdeka (O.E)
8	Extension wire	P.C Image, Plaza Merdeka (O.E)
9	First aid kit	SuperSave, Kuching (R.M)

Table 4.1.2:List of supplier

#### 4.7 LIST OF FURNITURE AND FITTINGS

4.1.1 Table below show list of Furniture and Fittings

<b>FURNITURE/FITTINGS</b>	<b>QUANTIT Y</b>	<b>PRICE/UNIT</b>	<b>TOTAL PRICE (RM)</b>
Chair	30	34.20	1,026.00
Table	7	299.00	2,093.00
Air Conditioner	6	1,029.00	6,174.00
Cabinet	8	149.99	1,199.92
Light	11	19.95	219.45
Whiteboard	4	45.68	182.72
Extension Wire	7	50.00	350
Ceiling Fan	6	109.79	658.74
<b>TOTAL</b>			<b>11,903.83</b>

*Table 4.1.1:List of Furniture and Fittings*

4.1.2 List of suppliers

<b>NO</b>	<b>ITEMS</b>	<b>SUPPLIERS</b>
1	Chair	So Best Furniture Sdn.Bhd (O.E)
2	Table	So Best Furniture Sdn.Bhd (O.E)
3	Air Conditioner	So Best Furniture Sdn.Bhd (O.E)
4	Cabinet	So Best Furniture Sdn.Bhd (O.E)
5	Ceiling fan	Panasonic (O.E)
6	Light	Panasonic (O.E)
7	Whiteboard	MR D.I.Y (O.E)
8	Extension wire	MR D.I.Y (O.E)

*Table 4.1.2:Table of list of supplier of Furniture and Fittings*

#### 4.8 LIST OF OPERATION PERSONNEL

POSITION	NO OF PERSONEL
Operational Manager	1
Cashier	4
Assistant packing	10
Runner	5
Cleaner	2

*Table 4.6:List of Personnel*

#### 4.1.1 LIST OF TASK AND RESPONSIBILITY

POSITION	TASK AND RESPONSIBILITY
Operational Manager	<ul style="list-style-type: none"><li>● To keep the stock running smoothly and effectively.</li><li>● To ensure the best product quality</li><li>● Analyze and improve organizational and stock processes</li><li>● To ensure that there is no shortage of supply stocks</li></ul>
Cashier	<ul style="list-style-type: none"><li>● Assist customers in in -store check -out process.</li><li>● Increase sales, pack goods, ask price review, fee collection, and provide appropriate exchange of money.</li></ul>
Assistant packing	<ul style="list-style-type: none"><li>● Provide surprise bouquets that have been ordered by customers.</li></ul>
Runner	<ul style="list-style-type: none"><li>● Perform delivery services directly to the customer's home.</li></ul>
Cleaner	<ul style="list-style-type: none"><li>● Responsible for maintaining the cleanliness of the area,organized, and make sure the place is clean.</li></ul>

*Table 4.1.1:List of task and Responsibility*

## 4.9 MANPOWER PLANNING

No. of Worker Required

= Planned Rate of Production per day x Worker Standard Production Time / Unit

Worker Productive Time per day

= 242 x 1

7 1

= 32 worker

## 4.8 OVERHEAD REQUIREMENT

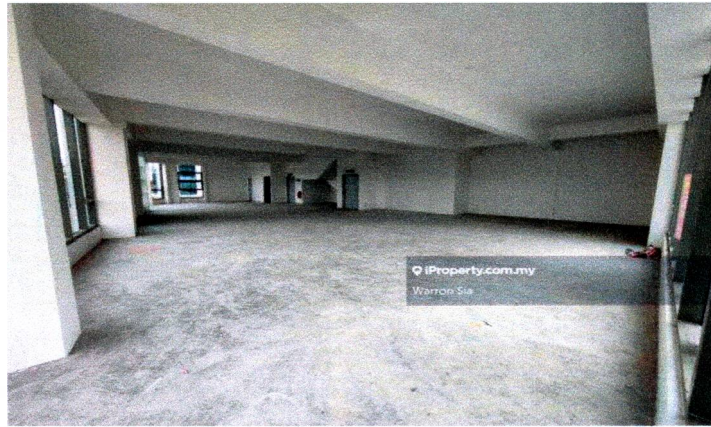
4.1.1 Table below shows the total of overhead requirement cost.

<b>Fixed Overhead</b>	<b>Cost (RM)</b>
Office equipment	9,281.94
Business Registration & Licenses	5,000.00
Insurance & Road Tax	600.00
<b>Variable Overhead</b>	<b>Cost (RM)</b>
Rent	1,000.00
Utilities	2,000.00
Salaries, EPF and SOCSO	37,693.00
Promotions	150.00
Petrol and Vehicle Maintenance	1,500.00
<b>TOTAL</b>	<b>57,224.94</b>

*Table 4.1.1: Overhead Requirement*

#### 4.10 LOCATION PLAN

Location for Forsythia Surprise Bouquet Enterprise is strategically located in the heart of the city and easy for customers to find this store because it is across the street. It is a place among other stores that consists of ground floor.



*Figure 4.9.1: Building of Forsythia Surprise Bouquet Enterprise*

Forsythia Surprise Bouquet Enterprise is very strategic location because it near to shop lots and residential areas. It is an office building.

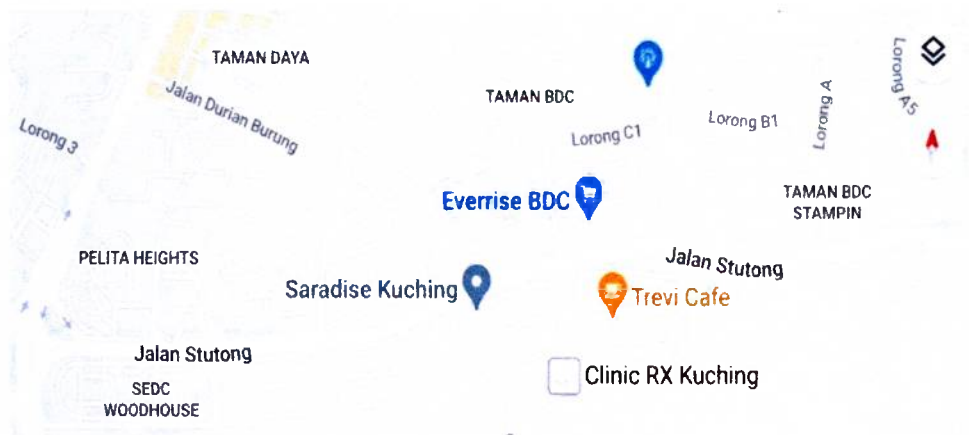
Location : Saradise Kuching 1st floor lot 19680 sl.2 saradise kuching, Jalan Stutong,  
93350 Kuching, Sarawak

Property Details

Property Type : Shop / Office for Rent

Property title Type : Individual

Built-up Size : Floor size of this unit at **Saradise Kuching** ranges between **1680 - 3150 sqft**



*Figure 4.9.2: Location of Forsythia Surprise Bouquet Enterprise*

The reason why we choose this places is because the location is located in a matured residential precinct facing a vibrant main road, the shop offices give excellent business visibility from Jalan Stubong. Saradise is a well-located development suitable for businesses requiring frequent travelling, as the Kuching International Airport is only 5 minutes away. The city centre of Kuching is only a 15-minute drive from Saradise and is easily accessible via the main trunk roads of Jalan Stutong and Jalan Stutong Baru. The location of Saradise, while peaceful, is a mature one.

#### 4.11 BUSINESS AND OPERATIONS HOURS



**MONDAY - 9AM ~ 3PM**

**TUESDAY - 9PM ~ 3PM**

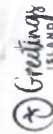
**WEDNESDAY - 9PM ~ 3PM**

**THURSDAY - 9PM ~ 3PM**

**FRIDAY - 9PM ~ 3PM**

**SATURDAY - 9PM ~ 3PM**

**SUNDAY - CLOSED**



*Table 4.10.1.(a): Business Hour*

OPERATION	REST HOUR
Monday to Saturday ( except Wednesday )	12pm - 2pm
Wednesday	12pm - 1pm

*Table 4.10.2.(b): Operation Hour*

Forsythia Surprise Bouquet Enterprise operates from 9 a.m. to 3 p.m. We're going on vacation on Sunday. Our restaurant operation is 7 hours a day but there is break time which is at 12 pm to 2 pm except Wednesday break at 12 pm until 1 pm. During weekends, we will operate on Saturdays from 9 a.m. to 3 p.m.

#### 4.11 LICENSE, PERMITS AND REGULATIONS REQUIRED

To start a business in Malaysia, we must first obtain a valid business license. Licenses, registrations, permits and regulations are required. The Pihak Berkuasa Melesen (PBM) can issue business licenses based on the location and type of business.

Forsythia Surprise Bouquet Enterprise must comply with some form of licensing before it can valid begins to function, which can be a general license, industry/sector specific license, or activity-specific license.

NO	ITEM	TYPE	REMARK
1.	Business License	Permit	Suruhanjaya Syarikat Malaysia (SSM)
2.	Halal Certification	Regulation	Jabatan Kemajuan Islam Malaysia (JAKIM)
3.	License for Signboard	License	Dewan Bandaraya Kuching Utara (DBKU)
4.	Employee Provide Fund (EPF)	Regulation	Pertubuhan Keselamatan Sosial (PERKESO)
5.	Social Security Organization (SOSCO)	Regulation	Pertubuhan Keselamatan Sosial (PERKESO)
6.	Typhoid Injection	Regulation	Ministry of Health

*Table 4.11; License, permits and regulation required*



#### 4.12 OPERATION BUDGET

ITEM	FIXED ASSET (RM)	MONTHLY EXPENSES (RM)	OTHER EXPENSES (RM)
<b>Fixed assets</b>			
Operation equipment	9,281.94		
Furniture and fitting	11,903.83		
<b>Working capital</b>			
Raw materials		78,873.00	
Carriage inward and duty		300.00	200.00
Wages + EPF + SOOCO		37,693.00	
<b>Other expenditures</b>			
Utilities (Electric bill, Water bill & Wi-Fi)		2,000.00	
<b>TOTAL</b>		<b>140,251.77</b>	

Table 4.12.1: Operation Budget

#### 4.13 SCHEDULE OF DIRECT LABOUR

POSITION	NO	MONTHLY SALARY (RM) A	EPF (RM) B 12%	SOSCO (RM)	TOTAL AMOUNT (RM)
Operational manager	1	2,000.00	240.00	10.25	2,250.25
Cashier	4	1,500.00	180.00	7.75	6,751.00
Assistant packing	10	1,500.00	180.00	7.75	16,877.50
Runner	5	1,500.00	180.00	7.75	8,438.75
Cleaner	2	1,500.00	180.00	7.75	3,375.50
<b>TOTAL</b>	<b>22</b>	<b>8,000.00</b>	<b>960.00</b>	<b>41.25</b>	<b>37,693.00</b>

Table 4.13.1: Schedule of direct labour

#### 4.14 IMPLEMENTATION SCHEDULE

Table below show our implementation schedule

NO	ACTIVITIES	DEADLINES	DURATION
1	Incorporation of business	Jan - Mac 2022	3 Months
2	Application for permits and license	Jan - April 2022	4 Months
3	Searching for business premise	Feb - Mac 2022	2 Months
4	Renovation of premise	April - June 2022	3 Months
5	Procurement of Raw Material	July 2022	1 Months
6	Recruitment of labours	July 2022	1 Months
7	Installation of Furniture and Fitting	July - October 2022	4 Months

Table 4.14.1: Implementation schedule

## **5.0 FINANCIAL PLAN**

## **5.1 THE IMPORTANCE OF FINANCIAL PLAN**

The financial plan is another important business activity that needs to be taken into account and given greater planning. Financial can be defined as having to do with accounting, budgeting, economics, finance, and money. In other terms, it is the management of financial resources, which also includes budgeting, forecasting, borrowing, lending, investing, and saving.

All financial information obtained from the marketing, operations, and administration budgets must be included in the financial plan. Following that, a financial budget will be created from all of the information. The financial plan includes calculating the project's overall cost, selecting financing options like loans, grants, equity financing, venture capital, guarantee schemes, tax incentives, and many others, as well as creating pro forma financial projections that include cash flow, income statement, and balance sheet statements. Depreciation schedules for each fixed cost that is owned, as well as amortisation schedules for loan and hire purchase repayments, should also be included to support the financial strategy.

### **The importance of financial plan are:**

1. To determine the size of investment.
2. To identify and propose the relevant sources of finance.
3. To ensure that the initial capital is sufficient.
4. To analyse the viability of the project before actual investment is committed.
5. To be used as a guideline for project implementation.

Without a financial plan, a company's cash flow may be unclear and problematic down the road because it is impossible to track where the money is coming from and going. In summary, a financial strategy and report is crucial and serves as the foundation of a corporation by keeping track of both incoming and exiting funds. Profitability, liquidity, efficiency, and stability are the four primary financial goals.

## **5.2 PROJECT IMPLEMENTATION COST**

### **► Administrative Budget**

<b>ADMINISTRATIVE BUDGET</b>	
<b>Fixed Assets</b>	<b>RM</b>
Office Equipment	14,917.34
Furniture and fittings	18,952.09
<b>Working Capital</b>	
Rent	1,000.00
Utilities	2,000.00
Salaries, EPF & SOCSO	6,325.70
<b>Pre-Operations</b>	
Business Registration & License	5,000.00
Insurance	600.00
Other Expenditure	1,000.00
<b>TOTAL</b>	<b>49,795.00</b>

**Total for administrative budget: RM49,795.00**

► **Marketing budget**

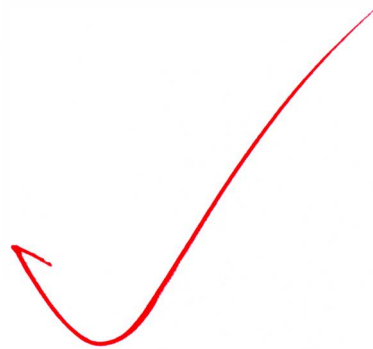
<b>MARKETING BUDGET</b>	
<b>Fixed Assets</b>	<b>RM</b>
Furniture and fittings	5,000.00
Marketing equipment	8,500.00
Signage	3,000.00
<b>Working Capital</b>	
Promoter (4)	4,000.00
Marketing salary + EPF + SOCSO	2,025.75
Petrol And Vehicle Maintenance	1,000.00
<b>Other Expenditures</b>	
Other Expenditure	650.00
Grand Opening	600.00
<b>TOTAL</b>	<b>24,775.75</b>

**Total for marketing budget= RM24,775.75**

► Operation Budget

<b>OPERATION BUDGET</b>	
<b>Fixed Assets</b>	<b>RM</b>
Operation Equipment	9,281.94
Furniture and fittings	11,903.83
<b>Working Capital</b>	
Raw materials	78,873.00
Carriage inward and duty	300.00
Salaries, EPF & SOCSO	37,693.00
<b>Other Expenditures</b>	
Other Expenditure	200.00
Utilities ( Electric bill, water bill and Wi-Fi)	2,000.00
<b>TOTAL</b>	<b>140,251.77</b>

**Total for operation budget: RM140,251.77**



### **5.3 SOURCES OF FINANCE**

#### **► Overview**

When a firm refers to its source of funding, it refers to the place from where it obtains funds for activities like administration, marketing, and operating. All business owners, but especially new ones, must have a source of funding to act as a pillar of support for their enterprise. Every finance manager faces the significant task of selecting the appropriate source and mix of financing.

The source of finance can be categorized as follows based on time: generation, ownership, and control. It can be divided into three categories based on a time period, which are;

- 1. Long term (More than 5 years to 10, 15, 20 years)**
- 2. Medium term (3-5 years)**
- 3. Short term (less than 1 year)**

While ownership and control can be divided into ;

- 1. Owned (equity, preference, retained earnings, convertible debentures, venture fund)**
- 2. Borrowed ( financial institutions, commercial banks)**

Generation of capital can be classified into ;

- 1. Internal sources (retained profit, reduction or controlling of working capital, sale of assets)**
- 2. External sources (equity, debt from banks)**



**► FORSYTHIA SURPRISE BOUQUET ENTERPRISE SOURCES OF FINANCE**

Project Implementation Cost		Sources Of Finance		
Requirements	Cost (RM)	Loan (RM)	Hire Purchase (RM)	Own Contributions (cash)(RM)
<b>Fixed Assets</b>				
Office equipment	14,917.00	9,417.00	4,000.00	1,500.00
Furniture and Fittings	18,952.00	12,952.00	5,000.00	1,000.00
Signage	3,000.00			3,000.00
Furniture and Fittings	5,000.00			5,000.00
Marketing equipment	8,500.00	3,500.00	1,000.00	4,000.00
Operation equipment	9,282.00	2,782.00	2,500.00	4,000.00
Furniture and Fittings	11,904.00	11,904.00		
<b>Working Capital</b>				
Administrative	55,954.00	55,954.00		
Marketing	42,155.00	42,155.00		
Operations	701,196.00	701,196.00		
Pre-operations and other Expenditure	8,050.00	8,050.00		
<b>TOTAL</b>	<b>878,910.00</b>	<b>847,910.00</b>	<b>12,500.00</b>	<b>18,500.00</b>

#### **5.4 LOAN AMORTIZATION REPAYMENT SCHEDULE**

<b>LOAN REPAYMENT SCHEDULE</b>				
<b>Amount : RM847,910.00</b>				
<b>Interest Rate : 5%</b>				
<b>Duration (years) : 5</b>				
<b>Method : Annual Rest</b>				
<b>Year</b>	<b>Principal (RM)</b>	<b>Interest (RM)</b>	<b>Total payment (RM)</b>	<b>Principal balance (RM)</b>
	-	-	-	847,910.00
1	169,582.00	42,395.00	211,977.00	678,328.00
2	169,582.00	33,916.00	203,498.00	508,746.00
3	169,582.00	25,437.00	195,019.00	339,164.00
4	169,582.00	16,958.00	186,540.00	169,582.00
5	169,582.00	8,479.00	178,061.00	-
6	0	0	-	-
7	0	0	-	-
8	0	0	-	-
9	0	0	-	-
10	0	0	-	-

## **5.5 HIRE-PURCHASE REPAYMENT SCHEDULE**

<b>HIRE-PURCHASE REPAYMENT SCHEDULE</b>				
Amount	: RM12,500.00			
Interest Rate	: 5%			
Duration (years)	: 5			
Year	Principal (RM)	Interest (RM)	Total payment (RM)	Principal balance (RM)
	-	-	-	12,500.00
1	2,500.00	625.00	3,125.00	10,000.00
2	2,500.00	625.00	3,125.00	7,500.00
3	2,500.00	625.00	3,125.00	5,000.00
4	2,500.00	625.00	3,125.00	2,500.00
5	2,500.00	625.00	3,125.00	-
6	0	0	-	-
7	0	0	-	-
8	0	0	-	-
9	0	0	-	-
10	0	0	-	-

## **5.6 PRO FORMA INCOME STATEMENT**

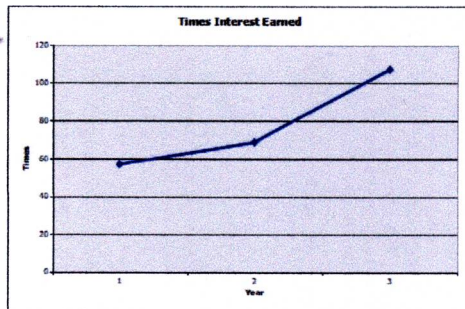
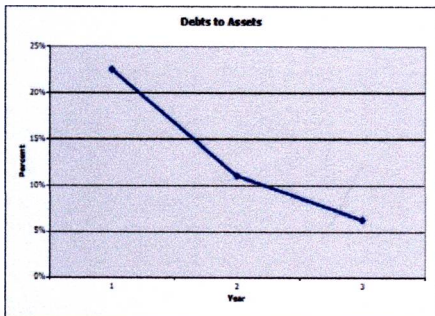
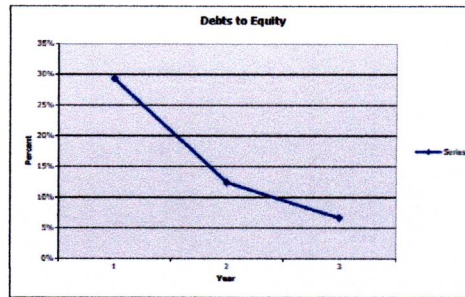
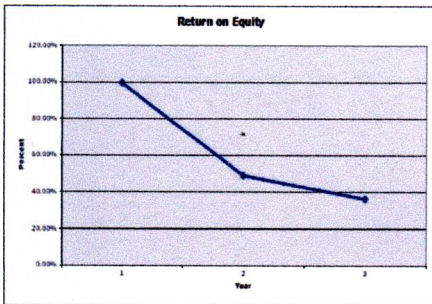
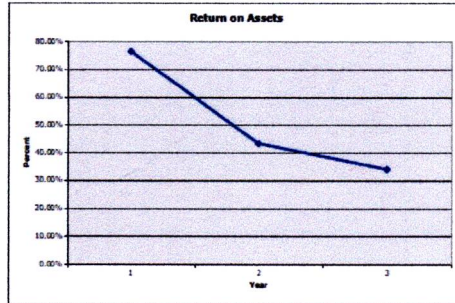
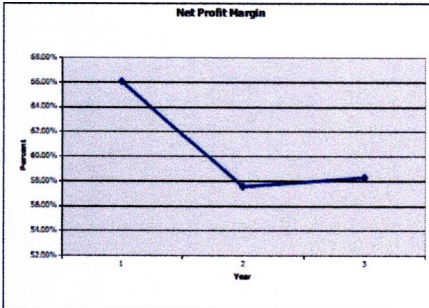
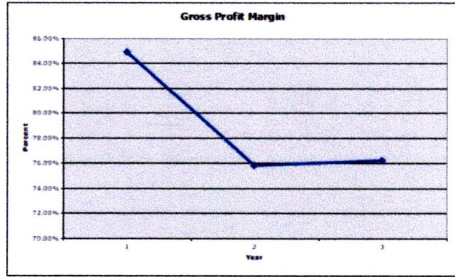
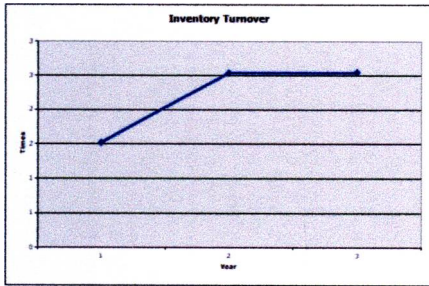
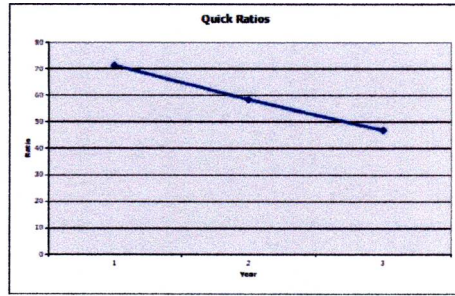
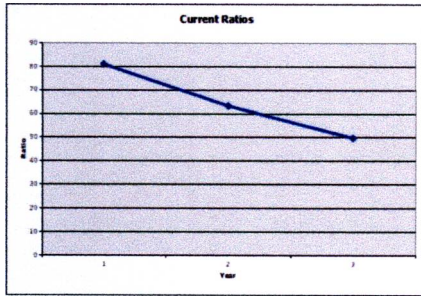
	<b>Year 1 (RM)</b>	<b>Year 2 (RM)</b>	<b>Year 3 (RM)</b>
<b>Sales</b>	<b>3,786,000.00</b>	<b>4,164,600.00</b>	<b>4,789,290.00</b>
<b>Less: Cost of sales</b>			
Opening Stock		378,600.00	416,400.00
Purchases	946,476.00	1,041,124.00	1,197,293.00
Less: Ending Stock	378,600.00	416,400.00	478,900.00
Carriage Inward & Duty	3,600.00	3,960.00	4,554.00
	571,476.00	1,007,284.00	1,139,347.00
<b>Gross Profit</b>	<b>3,214,524.00</b>	<b>3,157,316.00</b>	<b>3,649,943</b>
<b>Less: Expenditure</b>			
Administrative Expenditure	111,908.00	123,099.00	141,564.00
Marketing Expenditure	84,309.00	92,740.00	106,651.00
Other Expenditure	650.00	715.00	822.00
Business Registration & License	5,000.00		
Insurance & Road Tax for Motor Vehicle	600.00	600.00	600.00
Other Pre-Operations Expenditure	1,800.00		
Interest on Hire-Purchase	625.00	625.00	625.00
Interest on Loan	42,395.00	33,916.00	25,437.00
Depreciation of Fixed Assets	14,311.00	14,311.00	14,311.00
Operations Expenditure	452,316.00	497,548.00	572,180.00
<b>Total Expenditure</b>	<b>713,915.00</b>	<b>763,554.00</b>	<b>862,190.00</b>
<b>Net Profit Before Tax</b>	<b>2,500,609.00</b>	<b>2,393,762.00</b>	<b>2,787,753.00</b>
<b>Tax</b>	<b>0</b>	<b>0</b>	<b>0</b>
<b>Net Profit After Tax</b>	<b>2,500,609.00</b>	<b>2,393,762.00</b>	<b>2,787,753.00</b>
<b>Accumulated Net Profit</b>	<b>2,500,609.00</b>	<b>4,894,371.00</b>	<b>7,682,124.00</b>

## **5.7 PRO FORMA BALANCE SHEET**

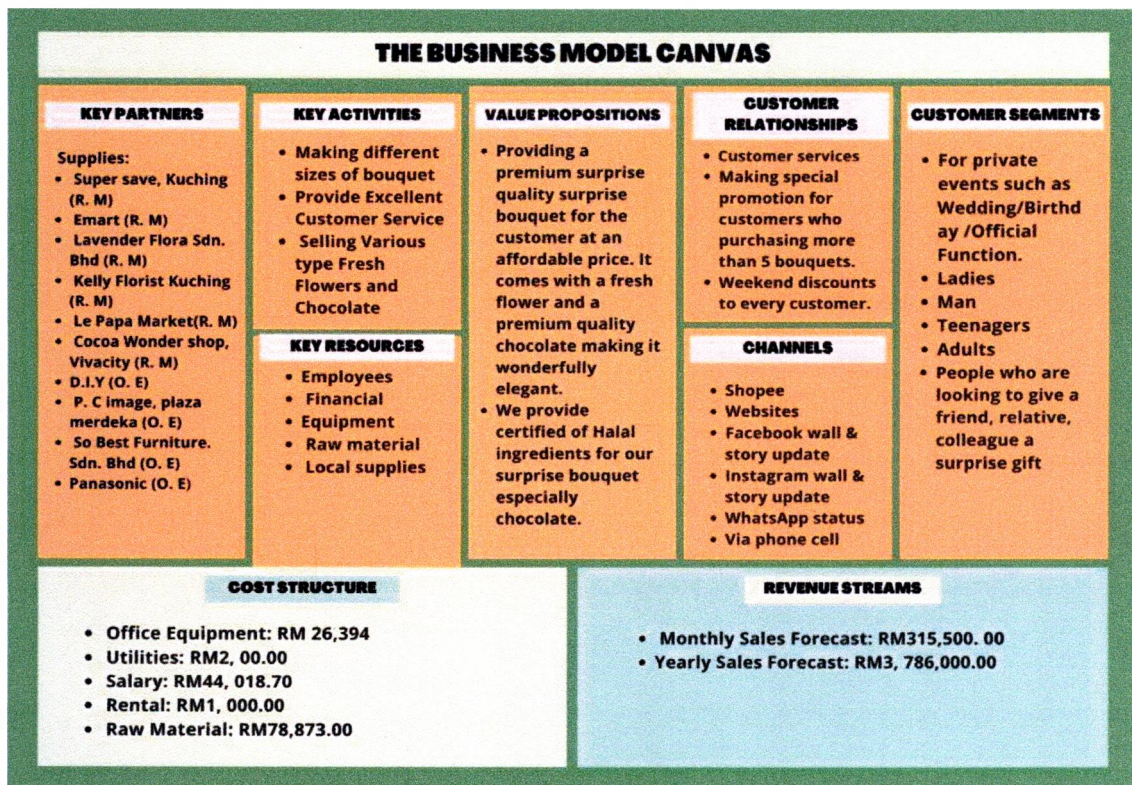
	<b>Year 1</b>	<b>Year 2</b>	<b>Year 3</b>
<b>ASSETS</b>			
<b>Non-Current Assets</b>			
<b>(Book Value)</b>			
Office Equipment	11,934.00	8,950.00	5,967.00
Furniture and Fittings	15,162.00	11,371.00	7,581.00
Signage	2,400.00	1,800.00	1,200.00
Furniture and Fittings	4,000.00	3,000.00	2,000.00
Marketing equipment	6,800.00	5,100.00	3,400.00
Operation equipment	7,426.00	5,569.00	3,713.00
Furniture and Fittings	9,523.00	7,142.00	4,762.00
<b>Other Assets</b>			
Deposit			
	57,244.00	42,933.00	28,622.00
<b>Current Assets</b>			
Stock of Raw Materials	0	0	0
Stock of Finished Goods	378,600.00	416,400.00	478,900.00
Accounts Receivable	47,325.00	52,058.00	59,866.00
Cash Balance	2,763,704.00	5,004,487.00	7,642,245.00
	3,189,629.00	5,472,944.00	8,181,011.00
<b>TOTAL ASSETS</b>	<b>3,246,873.00</b>	<b>5,515,878.00</b>	<b>8,209,633.00</b>
<b>Owner's Equity</b>			
Capital	18,500.00	18,500.00	18,500.00
Accumulated Profit	2,500,609.00	4,894,371.00	7,682,124.00
	2,519,109.00	4,912,871.00	7,700,624.00
<b>Long-Term Liabilities</b>			
Loan Balance	678,328.00	508,746.00	339,164.00
Hire-Purchase Balance	10,000.00	7,500.00	5,000.00

	688,328	516,246	344,164
<b>Current Liabilities</b>			
Accounts Payable	39,437.00	86,760.00	164,845.00
<b>TOTAL EQUITY &amp; LIABILITIES</b>	<b>3,246,873</b>	<b>5,515,878</b>	<b>8,209,633</b>

## 5.8 FINANCIAL RATIOS



## BUSINESS MODEL CANVAS (BMC)





## **CONCLUSION**

In conclusion, we hope that Forsythia Surprise Bouquet business can grow as well as other businesses and can achieve the goals as we want to achieve. Not only that, we are really confident that with such as effective management and organisation of all administration, marketing, operating, and financial plans, our business will run smoothly and will be successful in the future. Last but not least, we now have the ideal opportunity to start our own business thanks to the completion of our ENT300 business plan. Therefore, ENT300 is important to us as it will inform and inspire us to launch our own new business to continue to thrive in the future.

## **APPENDICES**

### **Partnership Agreement**

Forsythia Surprise Bouquet Enterprise,  
Diploma in Public Administration  
University Teknologi MARA (UiTM)  
Kampus Samarahan 2  
SARAWAK

---

13<sup>th</sup> July 2022

Dr. Siti Mardinah Binti Abdul Hamid  
Lecturer of Fundamental of Entrepreneurship (ENT300)  
Faculty of Business and Management  
UiTM Sarawak

Dear, Dr.,

### **SUBMISSION OF THE BUSINESS PLAN**

With reference to the matter above, our group would like to submit our business plan for your kind evaluation and further action. With regard to the business that we wish to venture is opening a bouquet surprise in Kuching, Sarawak. Our company's name is Forsythia Surprise Bouquet Enterprise . Our business is a partnership set up with the following business partners and address:

#### **Partners:**

1. ANGELIN ANAK FLOREN (2020999997)
2. AZLIN ANAK PETER (2020957275)
3. TRYPHOSA FAITH ANAK TUENG (2020956787)
4. LYDIA LONEY ANAK KANYAN (2020950513)
5. RACHEAL GRACE IBRAHIM (2020984443)

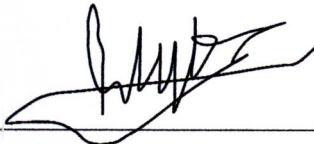
Business address:

**Saradise Kuching 1<sup>st</sup> floor lot 19680 s12. Saradise Kuching Jalan Stutong, 93350 Kuching, Sarawak.**

We have tried our very best to prepare this business plan in according to the subject requirements. This working paper is our group efforts and all experience gained are valuable lessons for the entire group members.

We hope that our business plan will satisfy your requirement for this subject (ENT 300). We also hope that our business plan can provide some benefits to the other people as a reference material for the future.

Sincerely,



(ANGELIN AK FLOREN)  
General Manager



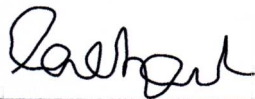
(AZLIN ANAK PETER)  
Administration Manager



(TRYPHOSA FAITH ANAK TUENG)  
Marketing Manager



(LYDIA LONEY ANAK KANYAN)  
Operation Manager



(RACHEAL GRACE IBRAHIM)  
Financial Manager

## **PARTNERSHIP AGREEMENT**

This Partnership Agreement is made on **1<sup>st</sup> Mac 2022** between “ANGELIN AK FLOREN” , “AZLIN ANAK PETER”, “TRYPHOSA FAITH ANAK TUENG”, “LYDIA LONEY ANAK KANYAN” AND “RACHEAL GRACE IBRAHIM”

### **1. Forsythia Surprise Bouquet Enterprise.**

The parties hereby form a partnership under the name of “ Forsythia Surprise Bouquet Enterprise” to open a bouquet surprise. The location of the business shall be at “Saradise Kuching 1<sup>st</sup> floor lot 19680 s12. Saradise Kuching Jalan Stutong, 93350 Kuching, Sarawak.”

### **1. Term**

The partnership shall begin on “**1<sup>st</sup> Mac 2022**”, and shall continue until every partners agreed to terminate this partnership agreement.

### **2. Capital**

The capital of the partnership shall be contributed in cash by the partners as follows:

- A separate capital account shall be maintained for each partner.
- Neither partner shall withdraw any part of their capital account.
- Upon the demand of either partner, the capital accounts of the partners shall be maintained at all times in the proportions in which the partners share in the profits and losses of the partnership. The capital contribution to the partnership is stated as follows:

<b>Name</b>	<b>Position</b>	<b>Capital Contribution (RM)</b>	<b>Percentage Contribution (%)</b>
ANGELIN AK FLOREN	General Manager		20
AZLIN ANAK PETER	Administration Manager		20

TRYPHOSA FAITH ANAK TUENG	Marketing Manager		20
LYDIA LONEY ANAK KANYAN	Operation Manager		20
RACHEAL GRACE IBRAHIM	Financial Manager		20
<b>TOTAL</b>			

#### **4. Profit and Loss**

The net profit of the partnership shall be divided equally between the partners and the net losses shall be borne equally by them. A separate income account shall be maintained for each partner. Partnership profits and losses shall be charged or credited to the separate income account of each partner. If a partner has no credit balance in their income account, losses shall be charged to their capital account.

#### **5. Salaries and Withdrawals**

Partners shall receive any salary for services rendered to the partnership. Each partner may, from time to time, withdraw the credit balance in their income account.

#### **6. Interest**

No interest shall be paid on the initial contributions to the capital of the partnership or on any subsequent contributions of capital.

#### **7. Management Duties and Restrictions**

The partners shall have equal rights in the management of the partnership business, and each partner shall devote their entire time to the conduct of the business. Without the consent of the other partner neither partner shall on behalf of the partnership borrow or lend money, or make, deliver, or accept any commercial paper, or execute any mortgage, security agreement, bond, or lease, or purchase or contract to purchase, or sell or contract to sell any property for or of the partnership other than the type of property bought and sold in the regular course of its business.

## **8. Banking**

All funds of the partnership shall be deposited in its name in such checking account or accounts as shall be designated by the partners. All withdrawals therefrom are to be made upon checks signed by either partner.

## **9. Books**

The partnership books shall be maintained at the principal office of the partnership, and each partner shall at all times have access to the books. The books shall be kept on a fiscal year basis, and shall be closed and balanced at the end of each fiscal year. An audit shall be made as of the closing date.

## **10. Voluntary Termination**

The partnership may be dissolved at any time by agreement of the partners, in which event the partners shall proceed with reasonable promptness to liquidate the business of the partnership.

## **11. Death**

Upon the death of either partner, the surviving partner shall have the right either to purchase the interest of the decedent in the partnership or to terminate and liquidate the partnership business.

## **12. Arbitration**

Any controversy or claim arising out of or relating to this Agreement, or the breach hereof, shall be settled by arbitration in accordance with the rules. In witness whereof the parties have signed this Agreement. Executed this on **1<sup>st</sup> February 2022 in Kuching Sarawak** . each partner agreed and signed this agreement to show their commitment to this partnership.



(GENERAL MANAGER)

NAME: ANGELIN AK FLOREN

IC NO: 011010-050276



(ADMINISTRATION MANAGER)

NAME: AZLIN ANAK PETER


IC NO: 010711-13-0514



(MARKETING MANAGER)

NAME: TRYPHOSA FAITH ANAK TUENG

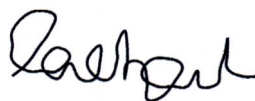
IC NO: 010503-13-0456



(OPERATIONS MANAGER)

NAME: LYDIA LONEY ANAK KANYAN

IC NO: 010801-13-0972



(FINANCIAL MANAGER)

NAME: RACHEAL GRACE IBRAHIM

IC NO: 010202-13-0188

Witness by:

---

NAME: DR. SITI MARDINAH BINTI ABDUL HAMID



APPENDICES





## REFERENCES

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