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BUSINESS PLAN REPORT

GROUP MEMBERS:

| NAME                               | STUDENT ID |
|------------------------------------|------------|
| SITI NUR AISYAH BINTI ABDUL HASHIM | 2024572967 |
| DAYANG NUR FATIHA BINTI NORIZAL    | 2024792435 |
| VIECA SHERRY JAMRY                 | 2024776657 |

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## **1.0 EXECUTIVE SUMMARY**

Petal & Co. is a partnership business established by three partners which is Siti Nur Aisyah, Dayang Nur Fatihah and Vieca Sherry. The business specializes in producing and selling high-quality flower bouquets, including fresh flowers, artificial flowers and fuzzy wire flower bouquets. Located in Kota Kinabalu, Sabah, Petal & Co. aims to provide creative, affordable and customized floral arrangements for various occasions such as birthdays, graduations, anniversaries, weddings, Valentine's Day and Mother's Day.

The business is committed to delivering excellent customer service by offering personalized bouquet designs, competitive prices and convenient ordering through both a physical store and online platforms such as WhatsApp, Instagram, Facebook and TikTok. Same-day delivery is also available for selected areas to provide greater convenience for customers.

Petal & Co. targets a wide range of customers, including children, students, working adults, families, corporate organizations and event planners in Kota Kinabalu and nearby districts. Through effective marketing strategies based on the 4Ps (Product, Price, Place, and Promotion), the business aims to strengthen its market presence and build a loyal customer base. The company expects first-year sales of RM360,000, followed by a 10% increase in the second year and a 15% increase in the third year, reflecting strong growth potential.

Operationally, Petal & Co. follows a systematic process from receiving customer orders to bouquet preparation, quality inspection, packaging, delivery and customer feedback to ensure product quality and customer satisfaction. The business also employs skilled staff to manage administration, marketing, production and delivery efficiently.

The total project implementation cost is estimated at RM97,079 financed through partners' capital contributions of RM60,000 and a bank loan of RM37,079. The financial projections indicate that the business has the potential to generate sustainable revenue while maintaining effective financial management through proper budgeting, cost control and cash flow planning.

Overall, this business plan demonstrates that Petal & Co. has a strong business concept, clear operational strategies, effective marketing plans and sound financial planning. With increasing demand for personalized floral gifts and continuous business improvement, Petal & Co. is well-positioned to become one of the trusted flower bouquet businesses in Kota Kinabalu while achieving long-term growth and profitability.

## **2.0 INTRODUCTION**

### **2.1 Business Background**

A business plan is a written document that provides a detailed explanation of a proposed business. It functions as a working paper and is also known as a business proposal, project document or prospectus. There are several purposes for preparing a business plan such as it allows entrepreneurs to assess their business operations in a clear, critical and practical manner, as well as to plan strategies for future growth and development.

Petal & Co. is a three-person partnership business specializing in bouquet flower arrangements. The business is owned and managed by three partners who are Siti Nur Aisyah, Dayang Nur Fatimah and Vieca Sherry who collaborate in various areas such as production, marketing, customer service and overall business planning. As a partnership, all members share responsibilities, decision-making authority and business profits, ensuring equal contribution and teamwork in managing the business. Petal & Co. is located in Kota Kinabalu, Sabah, a strategic urban area with strong accessibility and customer traffic.

The business was established in response to the growing demand for creative, attractive and affordable floral gifts in the market. Flowers play an important role in expressing emotions such as love, appreciation, sympathy and celebration, making them a meaningful product for many occasions. Petal & Co. aims to meet this demand by offering a wide range of bouquet designs including fuzzy wire flowers, artificial flowers and fresh flowers that are both high in quality and reasonably priced. This allows customers from different backgrounds to enjoy beautiful floral arrangements without having to spend excessively.

The purpose of preparing this business plan is to serve as a clear and structured guide for managing the business effectively. It helps the partners understand the business direction, organize operational strategies and make informed decisions based on planning and analysis. In addition, this business plan is important for evaluating the feasibility and potential of the business, identifying opportunities and challenges and ensuring proper financial and operational planning. Ultimately, it supports the long-term growth, stability, and sustainability of Petal & Co.

### **3.1 Business Mission, Vision and Objective**

#### **Business Mission**

Our business mission is to provide fresh, artificial and fuzzy flower bouquets with excellent quality and affordable prices. We also have to deliver outstanding customer service and personalised floral arrangements. Next is to expand our market through both physical and online sales platforms. Lastly, Petal & Co business mission is to create memorable gifting experiences for customer

#### **Business Vision**

To become the leading and most trusted flower bouquet business in Kota Kinabalu, providing creative and high-quality floral products for every special occasion.

#### **Business Objectives**

Petal & Co aims to achieve sustainable growth and establish itself as a trusted flower bouquet business in Kota Kinabalu. The business strives to increase its sales by at least 15% each year through the provision of high-quality fresh, artificial and fuzzy flower bouquets at competitive prices. In addition, Petal & Co is committed to building a loyal customer base by offering excellent customer service, unique floral designs and personalized products that cater to various occasions. The company also focuses on maintaining high customer satisfaction by ensuring product quality, timely delivery and professional service. Furthermore, Petal & Co seeks to strengthen its market presence by expanding both its online and offline marketing activities over the next three years, allowing the business to reach a wider range of customers and enhance its brand recognition.