



SUN FLORIST

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ENT 300

FUNDEMENTALS OF ENTREPRENEURSHIP

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DATE OF SUBMISSION : 6 SEPTEMBER 2015

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ACKNOWLEDGEMENT

First and foremost, we would like to thank to our lecturer of this project, Madam Doris for the valuable guidance and advice. She inspired us greatly to work in this project. Her willingness to motivate us contributed tremendously to our project. Moreover, we would also like to thank her for showing us some examples related to the topic of our project.

Despite that, the success of our business plan would not have been possible without the kind support and help of many individuals and organizations. Therefore, we would like to extend our sincere thanks to all of them.

Not to forget, our thanks and appreciations go to those that sacrifice their in taking part in our survey and developing the project. Plus, thanks to the people who have willingly helped us out with their abilities.

Last but not least, we would like to express our gratitude towards our parents who had put up with our antics and members of Sun Florist for their kind co-operation and encouragement, which helps in the completion of this project.

1.0 INTRODUCTION

Sun Florist is a business that fully owned by Malaysia citizen. Sun Florist are operated by five of partnership. The target market that we want to focus is a adult who is a women around Kulim, Kedah. The nature of business is product. Our product of course is the flower.

The reason of choosing the location of kulim is because of it is more suitable place to build up the company which is provide demand at Kulim areas. For instant information, there is no Florist shop at Kulim so for sure there is no competitor for our company around Kulim.

For the future, our business will add a lot of type flower in nursery and achieve the target profit we have made. The loyal customer is important to our company. Therefore, we will take the opportunity to improve our method on the marketing sector. We hope that our company will gain more reputation in this area, so that the name of our business Sun Florist will be more Famous in the future.