



اَبُو سَيْدِي تَيْكُو لُو كِي مَارَا
UNIVERSITI
TEKNOLOGI
MARA

FACULTY OF ARCHITECTURE, PLANNING, AND SURVEYING

UiTM SERI ISKANDAR, PERAK

ENT 300- FUNDAMENTAL OF ENTREPRENEUSHIP

TOPIC: BUSINESS PLAN

INDIVIDUAL ASSIGNMENT

PREPARED BY:

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GROUP:

AP1194F

PREPARED FOR:

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SUBMISSION DATE:

10TH JULY 2020

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EXECUTIVE SUMMARY

Beautiful Blossoms is a flower shop which is sole proprietorship owned by Irinna. This business is offers fresh floral arrangements with the wide selections of unique flowers and greens. There are plenty options of products and services being offered by this business, for example, mix of flower (bouquet), green and flowering house plants (house decoration), gift and baskets, and floral decoration for large events.

Target market for this business is businessmen, housewives, and the elderly. Businessmen have stable income and look for an upper scale gifts for their significantothers or family/friends. In order to market these products, technology will be used by Beautiful Blossoms to market its product. Updated information on the availability of products, prices and sample designs will be made available on the media social such as Facebook, Instagram and etc. This business will get a lot of fun when it comes to special days like teacher's day, Mother's Day, wedding anniversary, and so on. In addition, the profitability for this business is quite good, where the cash inflow is more than cash outflow. This means that, Beautiful Blossoms gains more profit.

1.0 BUSINESS DESCRIPTIONS

- a) Name of the company: Beautiful Blossoms
- b) Factors in selecting the proposed business
 - Interested to be a Florist
 - Got talent of decorating and flower arrangement
 - This business does not have many competitors

1.1 Company Background

- i. Name of the Organization : Beautiful Blossoms
- ii. Business address : Lot7, Jalan Tuanku Abdul Rahman, Kuala Lumpur
- iii. Website/e-mail address : beautifulblossoms@gmail.com
- iv. Telephone Number : 01116947613
- v. Form of Business : Sole proprietorship
- vi. Main Activities : Design Floral Arrangement
- vii. Date of Commencement : 1 January 2021
- viii. Date of Registration : 1 December 2020
- ix. Name of Bank : Bank Islam
- x. Bank Account Number : 14041020797893

2.0 OWNER DESCRIPTIONS



Name of Owner/Partners	IRINNA BINTI IBRAHIM
Identity Card Numbers	960129-14-0056
Permanent Address	B-2-8 PPR BERINGIN JALAN MIRI OFF TAMAN BERINGIN JINJANG UTARA, 52000 KUALA LUMPUR
Correspondence Address	LOT 7,JALAN TUANKU ABDUL RAHMAN, KAMPUNG BARU, 50100 KUALA LUMPUR, WILAYAH PERSEKUTUAN
E- Mail	irinnaibrahim@gmail.com
Telephone Number/Fax Number	01116947613
Date of Birth	29.01.1996
Marital Status	SINGLE
Academic Qualification	DEGREE
Course Attended	BUILDING SURVEYING
Skills	DECORATOR
Experiences	-
Present Occupation	MANAGER OF SUPERMARKET
Previous Business Experience	NONE