



BLOSSOMS GARDEN NURSERY

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Sukacita sekiranya pihak tuan/puan dapat membantu dan memberi kerjasama kepada pelajar di atas dari Program **AT110 – Diploma Pengurusan Ladang** untuk membuat satu kertas projek bagi kod kursus **ENT300 – Fundamentals Of Entrepreneurship**.

2. Maklumat-maklumat daripada jabatan/agensi/syarikat tuan/puan amatlah diperlukan bagi melengkapkan kertas projek tersebut. Semua maklumat yang tuan/puan berikan adalah untuk tujuan akademik sahaja.

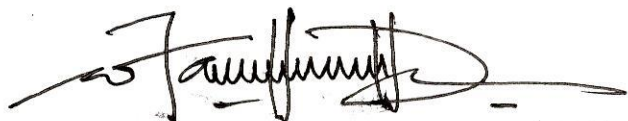
3. Sila hubungi Penyelia Projek, **Encik Johari bin Abdullah** di talian, **(0109668869)** sekiranya pihak tuan/puan ingin mendapat maklumat lanjut berkaitan perkara di atas.

4. Kerjasama daripada pihak tuan/puan kami dahului dengan ucapan ribuan terima kasih.

‘ **BERSATU BERUSAHA BERBAKTI** ‘

Sekian.

Yang benar



WAN FAKHRURRAZI BIN WAN DAHALAN
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2.0 Executive Summary

Blossoms Garden Nursery is a partnership company aimed to provide the customers with a few varieties of flowers, ornamental plant, gardening tool and landscaping service to people in Kuching. There are five (5) members of this company partnership which consist of the General Manager, Administration Manager, Operation Manager, Marketing Manager, and Financial Manager. The major objective of our company is to provide customers in Kuching area with our service. We will provide services that will assist people around Kuching to get a reasonable price for Landscaping service and varieties of flowers, plant and gardening tools.

After doing extensive research on the business opportunity available in Kuching area, our group decided to specify our business in providing the commodities a large variety of flowers, ornamental plant, gardening tool and landscaping service. **Blossoms Garden Nursery** is aiming high to reach our goals to makes our business run and progress smoothly. Every shareholder plays their part in making this business successful. Every team members are responsible to do their work according to their expertise which will enable their task to works better. It is important for every member does their work in progress and systematically to lead the company in gaining more profit, retain and attract more customers to use our services.

The General Manager is the head of the business company. This position is very responsible for all management for his company which includes employees' welfare. The entire decision making is in his hands after extensive discussions with the Board of Directors. He also leads, controls plans and looks for the business opportunities and assisted by other four shareholders that have been agreed to cooperate with him to establish the **Blossoms Garden Nursery**.

The Marketing Manager function is to prepare the marketing plan which must have the capability and confidence to speak in front of customers. This is to influence and to attract customers to recognize and understand our business. The other function is to identify target shares and to develop market strategies

The Operational Manager will marshal resources to produce input through the transformation system and output. In other words, he has to monitor all the work relating output in our company so that the business will run smoothly.



4.0 INTRODUCTION

4.1 ABOUT BLOSSOMS GARDEN NURSERY

Blossoms Garden Nursery is a company that doing a business with partnership business that provides. This nursery will be officially open on September this year. Our shop will be located at SL 12, Lot 789, Jalan Hup Kee, 93250 Kuching, Sarawak, Malaysia. We will offer wide variety of flowers, landscaping tree along with a selection of garden supplies and landscaping services in Kuching area. Most of the plants we sell will be grown in our greenhouses and been imported from other supplier. Our shop also provided landscaping services whereas we will provide a service to create landscape for customer. Our aim is to serve both residential customers and landscaping contractors.

The business will be located at SL 12, Lot 789, JalanHupKee, 93250 Kuching, Sarawak, Malaysia. The shop will start operating on the 1st September 2014. This business is located at very strategic place because our shop is opposite to road side so it is easy for the customer to recognise our shop. There are several factors why we select this business at the situated location:

a) Profitable

This business is profitable due to it less competitors. By providing a landscaping services and flowers as our services, our company have are differs from the other nursery in Kuching.

b) Less competitors

Due less competitors we have chosen this business because the rate of our business to be success is higher compared to if there is too many competitors.