

## BUSINESS PLAN

ETR 300

**FLORA D' LAMAN ENTERPRISE****PREPARED FOR:**

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DIPLOMA IN CIVIL ENGINEERING

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## **EXECUTIVE SUMMARY.**

FLORA d' LAMAN ENTERPRISE will be registered as a Bumiputra Landscaping Company to carry out our philosophy to be in partnership with Mother Nature.

We aim to register FLORA d' LAMAN ENTERPRISE with the Pusat Khidmat Kontraktor (PKK) under Class E, Lembaga Pembangunan Industri Pembinaan Malaysia (CIDB) under Gred G3 and Kementerian Kewangan Malaysia.

FLORA d' LAMAN ENTERPRISE will be specializing in Soft and Hard Landscape projects within Perlis State over the years especially in our various endeavors in variety of project, we will gain valuable knowledges and experiences. Thus, we target that FLORA d' LAMAN ENTERPRISE will expand its expertise to outside Perlis state, to be involved and become part of the booming economic in other state. We inspire to be the niche in the development and construction especially in landscaping business.

## **PURPOSES.**

As a new venture, we are going to be involved in this business and therefore we are concerned with the prospect of this business in the future. This business plan is prepared by us due to the following reasons:

- a) As guideline for the management to handle FLORA d' LAMAN Enterprise the business.
- b) To obtain the sources of fund from the financial institution to run our project.
- c) To convince the suppliers to give us the credit facilities.
- d) Help to increase communication skills among the members by meeting people in order to complete the Business Plan.
- e) Train the members to organize the business properly through the systematic planning and practical execution.
- f) Create a good business intervention through its management in order to hanFlora FLORA d' LAMAN Enterprise a quality business.
- g) As the potential of the business in coming years is changeable, the Business Plan is a proposal that start to develop the potential not only the business intervention but also the marketing strategies, the operation of the business, the financial and the administration itself.
- h) To forecast a problem that we might face as we involved in this risky business.



## **BUSINESS / COMPANY BACKGROUND**

**Name of the business / company:** FLORA d' LAMAN ENTERPRISE

**Address** : No 17,lot 1,Jalan Kangar –Arau ,Taman Simpang  
Tiga,01000 Kangar ,Perlis

**Telephone number** : 04-9761202

**Fax number** : 04-9761203

**Email** : [www.florad'lanan@yahoo.com](mailto:www.florad'lanan@yahoo.com)

**Form of business** : Partnership business

**Main activity** : Landscaping

**Date of registration** : 1<sup>st</sup> DECEMBER 2007

**Number of registration** : 385522 K

**Date of commencement** : 1<sup>st</sup> MAY 2008

**Initial (own) capital** : RM 52,000.00

**Name of bank** : Bank Pertanian Malaysia