



اُونِيُوَرَسِيْتِي تِيكْنُوْلُوْجِي مَارَا  
UNIVERSITI  
TEKNOLOGI  
MARA

**INDIVIDUAL PROJECT**

**COURSE: PRINCIPLE OF ENTREPRENEURSHIP**

**CODE: ENT 530**

**PROJECT: SOCIAL MEDIA (FB)**

**NAME PAGE BUSINESS: FLWR11**

**GROUP: NBH6B**

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## EXECUTIVE SUMMARY

Flwrii business align the various elements of the company to create a coherent system of sustainable customer satisfaction and profitability. The Flwrii, will be located at Bandar Tun Razak, Kuala Lumpur. It is a new business. We will offer a great selection of jewelry in various designs and exclusive colors. Our jewelry will include bracelets, bangles, necklaces, earrings and rings. Flwrii will stock a wide selection of jewelry made of gold, diamond and platinum. All sales for the business will be through the store itself. Our selection will range in exclusive colors, sizes and styles to meet the unique needs of the everyday woman. The jewelry will be designed for casual, business and formal occasions. Flwrii will focus on one primary market, women. We will concentrate our marketing efforts for the professional and sociable woman. We will sell to these customers by suggesting styles for various outfits and occasions demonstrating our knowledge of fashion design. Customers can purchase pre-made jewelry or request a customized piece designed for them at online. We rely on customer feedback and sales reports to eliminate or introduce particular sizes and styles. In this industry trends are in our favor. Gold and diamond jewelry are popular because of their unique natural colors and features; they are ideally suited for both informal and formal occasions. They complement and can dress up any outfit on a woman.

i. **INTRODUCTION TO BUSINESS**

- **Name and address of business**

- ✓ Flwrii

- ✓ Level 2, Jalan 1/3, Lorong Bakti, 56100 Bandar Tun Razak

- **Organizational Chart**



**Owner**

**Puteri Alianastasya Binti Azhar**

- **Mission/Vision**

Our primary objective is to be a leading brand in the jewellery and fashion industry and delight our customers by offering luxury wrapped in trust.