



اَبُو سَيِّدِي تَيْكُو لُو كِي مَبَارَا
UNIVERSITI
TEKNOLOGI
MARA

DEPARTMENT OF QUANTITY SURVEYING
FACULTY OF ARCHITECTURE, PLANNING AND SURVEYING
UTM PERAK.

BUSINESS PLAN REPORT



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1.0 EXECUTIVE SUMMARY

Flowiest Ariesthic is a company that offers a comprehensive range of services with the finest design quality in the industry, and we aim to produce aroma products as well as design spaces with natural scent. The company's goal is to allow people to experience the values of natural scents, to bring out the hidden powers, to help those who are anxious to ease themselves, and, most importantly, to ensure that every product produced is environmentally friendly.

The products that we offers are personal automated home diffusers and essential oils, which customers may purchase as a bundle or individually. The personal automated home diffuser jar is built from the most durable and high-quality materials, as well as the essential oils are premium natural scents obtained from a selection of flowers and fruits.

We may conclude from our observations that there are a few kinds that are expected to be our potential clients. They are based on gender and age by income levels, lifestyle preferences, and, finally, purchasing activity. These are the clients who are most likely to use the products and services offered by this company.

This type of business, like all others, has its unique competitiveness. One of the benefits of *Flowiest Ariesthic* is the reasonable price. This company offers a simple product that performs its function effectively. Another option is, a premium offer. *Flowiest Ariesthic* presents a product that provides great benefits to its most loyal clients. Finally, there are custom made solutions, in which the company relies on its skills and assembles resources to give a one-of-a-kind solution to the problem.

Undeniably, *Flowiest Ariesthic* has the capability to develop adequate profit to ensure that our business continues to run smoothly. All of the profit we made was after all of the expenditures directly linked to the manufacture of our items were paid. An adequate profit will be utilized to improve the quality of the diffuser itself, ensuring that our customer is pleased with the outcome.

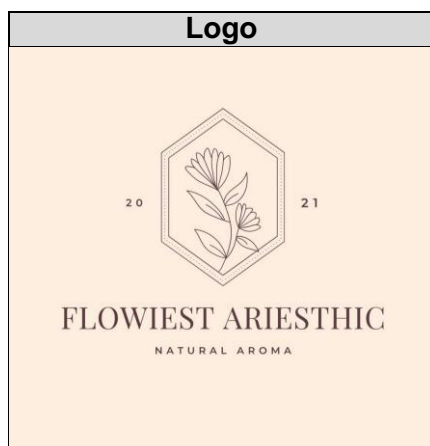
2.0 BUSINESS DESCRIPTION

The company's name is *Flowiest Ariesthic*, that implies "smooth, pleasant, and soothing breeze." *Flowiest Ariesthic* is a company that specializes in the distribution of automated home diffusers that combines several essential oils in one. They selected to establish this company in attempt to grant a comprehensive variety of products with the greatest aesthetic quality in the market, which vary from producing aromatherapy goods to designing places with natural aromas.

2.1 Company Background

Name of The Business	<i>Flowiest Ariesthic</i>
Business Address	Central i-City, No. 308, i-City, Persiaran Multimedia, Seksyen 7, 40000 Shah Alam, Selangor
Website / E-Mail Address	flowiestariesthic.com.my / flowiest.ariesthic@gmail.com
Telephone Number	03-7373 9347
Form of Business	Partnership
Main Activities	Produce a very high-quality diffuser and aromatic scents
Date of Commencement	1 st January 2020
Date of Registration	25 th December 2019
Name of Bank	RHB Bank
Bank Account Number	210873936548

2.2 Organization Logo/Motto



Mission
They offer a comprehensive variety of services with the finest aesthetic quality in the market, extending from producing fragrance goods to designing areas with natural aromas.
Vision
In becoming a pioneer in the developing a fresh brand-new aromas culture and a futures of accessible aromas areas.

3.0 OWNER AND PARTNERSHIP DESCRIPTION



Name of Owner	Nur Izzah Asyiqeen binti Ahmad Kasri
Identity Card Numbers	001117-10-0756
Permanent Address	42, Jalan Komoditi Dua 23/9B section 23, 40300 Shah Alam, Selangor
Correspondence Address	42, Jalan Komoditi Dua 23/9B Section 23, 40300 Shah Alam, Selangor
E-Mail	niasyiqeen@gmail.com
Telephone Number	013-253 9073
Date of Birth	17 th November 2000
Marital Status	Single
Academic Qualification	Master of Business Administration (Hons.) International Business
Course Attended	Business Management & Administration
Skills	<ul style="list-style-type: none"> • Management Skills • Leadership • Interpersonal Skills
Experiences	Operated autonomously in business, such as strategic planning, operations, merchandising, and marketing for online store; proficient in customer relations, brand positioning, revenue growth, financial management, driving operational excellence, business development.
Present Occupation	Owner of <i>Flowiest Ariesthic</i>
Previous Business Experience	She was a founder of a small shop selling chocolate-based products for the past 3 years and was responsible for 4 employees then decided to expand her business with this service.