



**FUNDAMENTAL OF ENTREPRENEURSHIP (ENT300)**

**BUSINESS PLAN REPORT**



**PREPARED BY**

<b>SITI HAJAR BINTI BAKHORI</b>	<b>2019428524</b>	<b>AS1145B1</b>
<b>IZZAH QUDSIAH BINTI ABDUL GHANI</b>	<b>2019251278</b>	<b>AS1145B1</b>
<b>MUHAMMAD KHAIRUL FAISAL BIN TAHIR</b>	<b>2019412464</b>	<b>AS1145B1</b>
<b>NURUL HANISAH BINTI MOHD HILLMI</b>	<b>2019247148</b>	<b>AS1145B1</b>
<b>AMIRA HAFIZA BINTI ANUAR</b>	<b>2019204334</b>	<b>AS1145B1</b>
<b>NORHIDAYATI BINTI IBRAHIM</b>	<b>20199896828</b>	<b>AS1145B1</b>

**DIPLOMA OF MICROBIOLOGY**

**FACULTY OF APPLIED SCIENCES**

**FLORIST FLEUR BLOSSOM**

**SUPERVISED BY:**

**DR. ASIAH BINTI ALI**

**SEMESTER OCTOBER 2021**

## Table of Contents

Executive Summary .....	5
1.0 COMPANY BACKGROUND.....	7
ADMINISTRATION MANAGER.....	9
1.3 PURPOSE BUSINESS PLAN.....	15
1.3.1 Entrepreneur .....	15
1.3.2 Financial Institution.....	15
1.3.3 Suppliers.....	15
1.3.4 Worker and Staff .....	15
1.3.5 Customers.....	15
1.4 DESCRIPTION OF BUSINESS.....	16
1.5 INDUSTRY BACKGROUND .....	17
1.6 BUSINESS LOCATION.....	18
<b>3.0 MARKETING OBJECTIVES .....</b>	<b>22</b>
<b>3.2 MARKET SIZE.....</b>	<b>24</b>
3.6 MARKETING STRATEGY .....	27
3.6.1 PRODUCT OR SERVICE STRATEGY .....	27
3.6.2 PRICING STRATEGY.....	28
3.6.3 PLACE STRATEGY .....	30
3.6.4 PROMOTION AND ADVERTISING STRATEGY .....	30
3.7 MANPOWER PLANNING.....	32
3.8 MARKETING BUDGET .....	32
SECTION IV: ADMISTRATION PLAN .....	33
4.1 THE VISION, MISSION AND OBJECTIVES.....	33
4.1.1 Vision.....	33

4.1.2 Mission.....	33
4.1.3 Objectives.....	33
4.2 ORGANIZATONAL CHART .....	34
4.3 LIST OF ADMINISTRATION PERSONNEL.....	35
4.4 SCHEDULE OF REMUNERATION .....	36
4.5 SCHEDULE OF TASK AND RESPONSIBILITIES .....	37
4.6 LIST OF EQUIPMENT .....	39
4.7 LIST OF FIXTURE AND FITTING.....	40
4.8 ADMINISTRATION BUDGET .....	41
SECTION V: OPERATION PLAN.....	42
INTRODUCTION.....	42
5.0 PROCESS PLANNING.....	43
5.1 OPERATIONS LAYOUT .....	47
5.2 PRODUCT PLANNING .....	48
5.3 MATERIAL PLANNING.....	50
5.3.2 Bill of materials .....	51
5.3.3 Materials requirement schedule.....	53
5.4 MACHINE AND EQUIPMENT PLANNING .....	55
5.5 FIXTURE AND FITTINGS .....	56
5.7 MANPOWER PLANNING .....	57
5.12 OPERATIONS BUDGET.....	59
5.13 PROJECT IMPLEMENTATION SCHEDULE .....	60
5.0 FINANCIAL PLAN .....	61
5.1 EXPENDITURE.....	61
5.1.1 ADMINISTRATIVE EXPENDITURE.....	61
5.1.2 MARKETING EXPENDITURE.....	62
5.1.3 OPERATIONS EXPENDITURE.....	62

5.2 PROJECTED SALES AND PURCHACES .....	63
5.3 COLLECTIONS FOR SALES & PAYMENT FOR PURCHASES .....	63
5.4 ECONOMICS LIFE OF FIXED ASSESTS & DEPRECIATION METHOD .....	63
5.5 INCREASE IN WORKING CAPITAL .....	64
5.6 RATE OF TAXATION .....	64
5.7 BUSINESS BACKGROUND.....	64
5.8 SOURCES OF FINANCE .....	64
5.9 PROJECT IMPLEMENTATION COST & SOURCES OF FINANCE.....	65
5.10 BUDGET .....	66
5.10.1 ADMINISTRATIVE BUDGET.....	66
5.10.2 MARKETING BUDGET.....	67
5.10.3 OPERATIONS BUDGET.....	68
5.11 DEPRECIATION SCHEDULES.....	68
5.12 LOAN & HIRE-PURCHASE AMMORTISATION SCHEDULES .....	69
5.13 CASH FLOW PRO FORMA STATEMENT .....	70
5.15 PRO-FORMA BALANCE SHEET.....	74
5.16 FINANCIAL PERFORMANCE .....	75
5.17 FINANCIAL PERFORMANCE .....	76
7.0 Business Model Canvas .....	77

78

## **Executive Summary**

Business plan is guideline that can be used to operate the business daily. It functions to give a big picture on how every aspect of the business can be managed effectively. It also helps to give the sense of seriousness and professionalism that the entrepreneurs have for the investors. It shows the efforts of entrepreneur in laying their ideas into a plan that can be read by the stock holders. It is important to create a business plan prior the business itself.

Florist Fleur Blossom. is a partnership company that operates on selling rose plants for horticulture and landscaping purposes. It also rose-based skincare products for public usage, especially women. This company is led by General Manager assisted by five managers specializing in different business departments such as finance and administration. As a General Manager of this company, I am responsible in supervising all the decision made by my workers. All the budgets used by different departments in my company need to be confirmed by me. I am the ones that determined our main competitors and the target market for our company.

We used two main channels to trade our products. First, through face-to face business and second, the e-intermediaries such as business website and Shopee to increase our digital visibility among target markets. Furthermore, Florist Fleur Blossom differs its service from its competitors by having Professional Guide Group on Telegram to assist our customers in growing roses they buy from us. We value our relationship with the customers and grateful for their trust towards our products and wanting to keep our communication intact, we have decided to create this Telegram for our customers only.

We have plan our sale forecast starting from 2017. The main financial resources for our company are loans, hire-purchase and cash. We believe by having a good financial planning, we can make our company a good enable us to allocate the funds and use them effectively to gain profits and to stabilize our company in the floriculture industry. We also believe that we will be one of the main player industry given by an effective