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UNIVERSITI  
TEKNOLOGI  
MARA



CASE STUDY: COMPANY ANALYSIS  
NOR FLORIST & SOUVENIR

PRINCIPLES OF ENTREPRENEURSHIP (ENT530)  
FACULTY OF ACCOUNTANCY  
BACHELOR OF ACCOUNTANCY (HONS.)

SEMESTER 4

GROUP:  
MAC2204E

GROUP MEMBERS:

NAME	STUDENT'S ID
NUR ZALIKHA BINTI MOHD SHAHBUDDIN	2021627294
NUR NATASYA SYUHADA BINTI ROSLAN	2021627132
NUR NADIAH BINTI ZUBER	2021480798
NURIEN AMYRAH BINTI ABDUL SHUKOR	2021849844
NUR AFIQAH BINTI ZAKARIA	2021856146

LECTURER'S NAME:  
MADAM SITI NAZIRAH BINTI OMAR

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## EXECUTIVE SUMMARY

An executive summary offers an outline of the main points of a larger report. This report was completed to summarize the small company which is Nor Florist & Souvenir. Nor Florist & Souvenir is a floral shop that sells varieties of bouquets of fresh & artificial flowers. We chose Nor Florist & Souvenir as a focus subject for our case study. Case studies are important for evaluating company information, company analysis, major business problems, suggestions, and improvements. The methods that we utilized to study the analysis included conducting online interviews with the owner through WhatsApp to gain more information on what the business is all about and to understand the main fundamentals of the business operation. The elements will be represented using a strategic management tool namely the Business Model Canvas (BMC). The phase began by determining the basic idea and structure of the business process. The information gathered was classified into nine related dimensions and documented in accordance with the BMC. The generated BMC depicts the relationship of all the nine dimensions for the business run by Nor Florist & Souvenir.

Based on the interviews, Nor Florist & Souvenir is a business owned by Puan Hazirah which has been in operation since 2012 and is located in Jalan Hang Tuah, Melaka. This business was started by her mother who really enjoys and loves to compose flowers. She may operate the same business and become successful because of her mother's expertise.

During the interviews, Puan Hazirah mentioned that her shop serves, sells, and delivers a variety of fresh flowers. They also provide other services such as fruit baskets, condolence wreaths, a new shop opening flower arrangements, newborn baby gifts, hand bouquets, gifts, congratulation gifts, Happy Birthday gifts, wedding decorations, and hampers. The business employs runners and part-time workers to provide the delivery services around Melaka. Nor Florist & Souvenir developed strengths, weaknesses, opportunities, and threats as the business was operated. Puan Hazira invests and takes risks upon any decision she makes and thus has complete control of her business. There were a few problems that occurred when she first started the business. Her business faced a lack of customer trust since it was still new and not well-known to others.

Since the pandemic of Covid-19, there are a few advantages and disadvantages for them to continue operating their business. There are also a few suggestions for solving the challenges and barriers that are faced by Puan Hazirah's business.

## **1.0 INTRODUCTION**

### **1.1 BACKGROUND OF STUDY**

All UiTM students who further their studies at bachelor level need to take the Principles of Entrepreneurship course (ENT530) to give guidelines and expose students to the business orientation. It encompasses networking skills, idea creation, developing and implementing a business plan, running a business, and evaluating the internal and external business environment. This course is designed for students who are interested in creating a venture, acquiring an existing business, or working in start-ups or corporate venture companies. This course focuses on “learning by doing” whereby the foundation of the entrepreneurial process such as value creation, opportunity recognition, creativity, and mobilizing people and resources are embedded into the course.

In this course, students will conduct a case study on any business or company. Students are also required to interview any company or business to get some information about the problem that is faced by the company. Therefore, students will analyze the problem and find a solution to overcome the problems. By doing this case study, students will be exposed on how a business or company runs and operates their business. In this case, we are conducting a case study of a company analysis named Nor Florist & Souvenir. Entrepreneurship education teaches students how to find a revolutionary way of enhancing a manner of critical thinking. From this case study, the students are able to learn entrepreneurship knowledge from the experience of other entrepreneurs. This is a great chance for students to grab the knowledge for future benefit.

## **1.2 PURPOSE OF STUDY**

This study was conducted to expose the students to the problems that might occur in a business and how to handle them well. By doing this case study, we can get some ideas on how we can improve our business in the future. This will benefit us as a student because we need to think critically about how to improve our business in terms of operation, sales as well as marketing. However, it is not easy for someone to be a successful entrepreneur in a variety of settings. There are a lot of problems that need to be handled and a lot of insight needed to be made. This is one of the reasons why this case study has been conducted.

As we know, the number of unemployed people in our country has been increasing day by day. By becoming entrepreneurs, we can create job opportunities for people and at the same time, we can strengthen the economy of our country. Entrepreneur education also helps students to increase their self-discipline since entrepreneurship is involved in risky calculations. Therefore, we really can't predict what content we need to be successful after we leave UiTM. To be successful requires us to seek out problem-solving opportunities, empathize with others, think creatively, take risks and accept failure as part of the growth process. These are the reasons why this case study has been conducted.

## 2.0 COMPANY INFORMATION

### 2.1 COMPANY'S BACKGROUND



Figure 1: Logo of Nor Florist & Souvenir

Nor Florist & Souvenir is a small business managed by Puan Hazirah. She commenced this business for almost 10 years since 2012. Puan Hazirah has her own shop located at Jalan Hang Tuah Melaka. Puan Hazirah only capitalized RM 1000 to start this business. This business started by her mother who really loves to make flower bouquets. With her mother's experience, she can run the same business and expand more services related to flowers. She took her mother to become the owner of her business because her mother experienced more than her and encouraged her to become successful until now.

She faced a lot of challenges when it first started because the customer did not know the existence of her shop. It takes quite some time for people to get to know her shop and gain a strong trust for her business since it is a new product. When she runs the business, Puan Hazirah works really hard to sustain her business through the ups and downs of the business. She always puts her customers as her priorities as she keeps on upgrading what are the weaknesses in her business.

Puan Hazirah serves, sells and delivers a variety of flowers. She also provides other services such as fruit baskets, condolence wreaths, new shop opening flower arrangements, new born baby gifts, hand flowers bouquets, gifts, congratulation gift, birthday gift, wedding decoration and hampers.

Puan Hazirah's goal is to make people feel happy and enjoy the services she provides. For her, customer's satisfaction is always the one.



**2.2 ORGANIZATIONAL STRUCTURE**

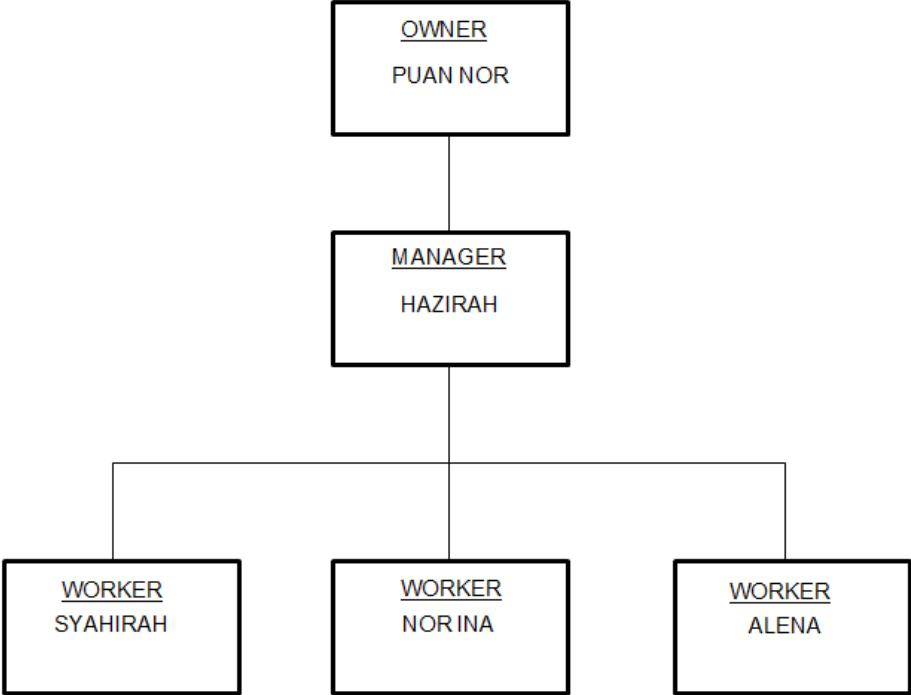











Figure 2: Organizational structure of Nor Florist & Souvenir

Organizational structure is very important to the Nor Florist & Souvenir to ensure the business runs smoothly and achieves its business target. It determines an individual to participate in performing their duties. Puan Nor is the owner of the business because she is very experienced and loves to encourage her daughter, Puan Hazirah to start and grow this business widely. Meanwhile, Puan Hazirah has managed the business since it started. She uses her own savings to invest capital in this business. She is very brave and always ready for any of the challenges she might face. She is also in charge of management including financial activities, promotion, taking fresh flowers from good suppliers, using high quality products and materials to ensure the customer’s satisfaction. Next, the three other workers work hard to help Puan Hazirah in serving, selling and doing any services for the customers.

## 2.3 PRODUCTS/SERVICES

List of products:

1.	 <p>Figure 3: Dark pink Rosie</p>	2.	 <p>Figure 4: Dried flower</p>
3.	 <p>Figure 5: Red Rosie</p>	4.	 <p>Figure 6: Fresh flower</p>
5.	 <p>Figure 7: Pink Rosie</p>	6.	 <p>Figure 8: Soft pink Rosie</p>
7.	 <p>Figure 9: White Rosie</p>	8.	 <p>Figure 10: Dark purple Rosie</p>

9.	 <p data-bbox="381 450 657 483">Figure 11: Sunflower</p>	10.	<p data-bbox="900 208 1340 293">And many more (upon customer's request)</p>
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List of services:

1. Flower arrangements, chocolate boxes, bridal hand bouquets, and fruits box.

Nor Florist & Souvenir provides flower arrangements for their customers. Examples:

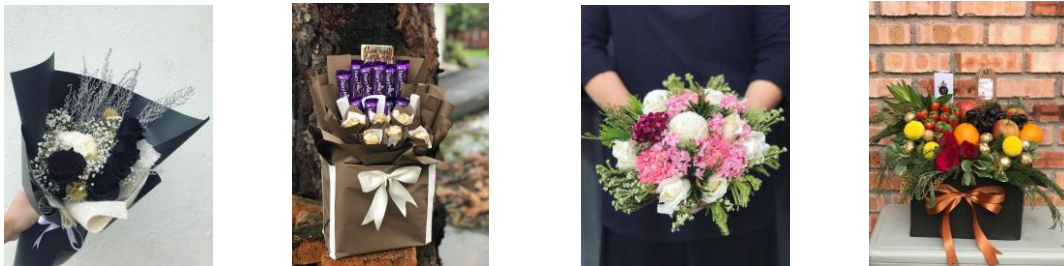


Figure 12: Example of bouquets

2. Event decoration

Nor Florist & Souvenir also provide decoration services for any events. They will design a setting for the events. It includes birthday parties, weddings, and any occasions.



Figure 13: Example of decoration

3. Surprise delivery

Nor Florist & Souvenir do surprise delivery services for those who want to express appreciation or make a surprise for their lovers.

## **2.4 BUSINESS, MARKETING, OPERATIONAL STRATEGY**

### Business strategy

For business strategy, the company has to make a plan or action that can help them to reach certain objectives. Marketing policy, customer loyalty, and reaching the end of the market are all part of the master plan to ensure the company's long-term success. The business must have a guideline for the company to ensure their company worked well. It can lead to a business's failure and difficulties to compete if the company does not have a strategy.

Nor Florist & Souvenir shows the satisfaction and feedback from customers on social media such as Instagram and Facebook to attract more people. Puan Hazirah also shows her credibility in decorating by posting some final results of her work that can gain the trust of customers. She believes that social media can make her business grow because it is easy for the customer to know everything about her business, for example, their shop's location, price, product, and services. They can improve communication between customers and owners and also increase their strength in their business.

The founder of Nor Florist & Souvenir, Puan Hazirah began their business from the ground up and sells handmade bouquets at home. Day by day Puan Hazirah develops new things which are from flower bouquets only to chocolate boxes and fruit bouquets. She also learns the design of decorations from her mother and sister. It's to ensure that their business strategy is running properly and make customers satisfied with their work.

## Marketing strategy

For marketing strategy, the business can reach out to the prospective consumer and turn them into customers of the products or services the business provides from the company's overall plan. The Nor Florist & Souvenir's business marketing plan will be used in order to advertise their goods and services which is:

### 1) Product strategy

The Nor Florist & Souvenir is primarily concerned with the product's quality, which is using the good flower with no damage and making sure the freshness of the flower. This will ensure that the product's quality remains good. As a result, the customer will repeat the order from Nor Florist & Souvenir.

### 2) Price strategy

Nor Florist & Souvenir will provide the catalog for the customer. So that the customer can choose a good design at an affordable price. The price for a flower bouquet started from RM10 depending on the type of flower. Mostly, the price is set based on the customer's budget. Customers can specify their budget range and Nor Florist & Souvenir will customize the product that meets customers' needs.

### 3) Place strategy

The Nor Florist & Souvenir shop is located at Jalan Hang Tuah Melaka. The location is quite strategic because it is close to the target market, which consists primarily of customers with a medium income. They are prepared to pay the product's price. To ensure that people are aware of the existence, the venue must be strategically located.

### 4) Promotion strategy

Nor Florist & Souvenir's marketing strategy to provide the information for their business is via social media such as Facebook, Instagram, and Whatsapp. Even if this is a small business, it can still provide a good marketing approach. It is also easier for the customer to notice their business. So, by using this alternative, they can gain new clients and engage with existing ones. Besides, recently they have a promotion for Mother's Day by giving the discount of adding free gifts to every purchase.

## Operational strategy

The operational strategy has numerous goals in order to run the business efficiently. The purpose of the operation is known as objectives in order to control the operational process. The objective of Nor Florist & Souvenir is to improve customer satisfaction and also run the business smoothly to meet the clients' demands. By developing operational strategies, Nor Florist & Souvenir can execute effective and efficient procedures. So, this is their operational strategy flow chart; -

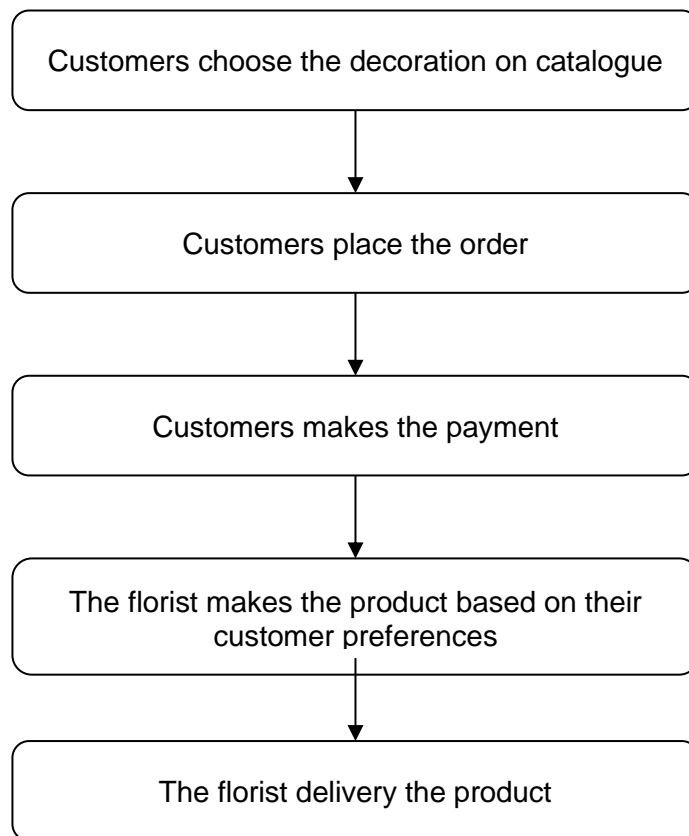


Figure 14: Flow chart of process planning

Business operation

The Nor Florist & Souvenir’s operating business is every day from Monday to Sunday. The office hours are from 9.00 a.m. to 8.00 p.m., it usually starts its operation from 9.30 a.m. and stops taking any order at 7.00 p.m.

<b>DAY</b>	<b>OFFICE HOURS</b>
Monday	09:00 am - 8:00 pm
Tuesday	09:00 am - 8:00 pm
Wednesday	09:00 am - 8:00 pm
Thursday	09:00 am - 8:00 pm
Friday	09:00 am - 8:00 pm
Saturday	09:00 am - 8:00 pm
Sunday	09:00 am - 8:00 pm

Table 1: Table of operating hours

## **2.5 FINANCIAL ACHIEVEMENTS**

Nor Florist & Souvenir has been improving their sales day by day since they used to learn in every aspect of improving their business and to increase their net sales per day. Since the business has started, The Nor Florist & Souvenir has their own strategies to achieve their company's goals.

Puan Hazirah faced some financial problems at the beginning of the business. Puan Hazirah only managed to start her business using her own money for RM1000 only. At that moment she only had one worker to work with her and manage the business as well. The daily sale is approximately between RM1,000 to RM2,000 per day. A few years after she started her business, the pandemic attacked the global market. The business's sales per year were dropping seriously. At that moment, she hardly gets any customers. She also faces difficulties in dealing with suppliers outside Malaysia. Later, she managed to control the business well by learning how to be known in the public by using social media platforms. Even, she could not get the materials from outside Malaysia, she still can operate the business. Puan Hazirah also managed to hire more workers to help her manage the business.

The highest request from the customer is a flower bouquet and the most popular flower is red roses. The founder told us that they also can get the services that are highly requested by the customer: flower arrangements, chocolate boxes, bridal hand bouquets, and fruit boxes. According to the interview with the founder of Nor Florist & Souvenir, she stated that the average monthly sale for The Nor Florist & Souvenir is around RM30,000 to RM50,000.



### **3.0 COMPANY ANALYSIS**

#### **3.1 BUSINESS MODEL CANVAS (BMC)**

There are nine elements in a business model canvas which are customer segments, value proposition, distribution channel, customer relationships, revenue streams, key resources, key activities, key partners and cost structure

#### **CUSTOMER SEGMENTS**

Customer segment refers to the community of customers that the business aims to sell their product or services based on. It is the main building block in the business model canvas for entrepreneurs. Customers can be segmented into distinct groups based on demographic, psychographic, behavioral and geographic. Nor Florist & Souvenir segments the market based on demographic segmentation.

##### **i) Niche market**

A niche market is the subset of the market on which a specific product is focused. For example, during peak season such as Valentine Day, Mother's Day and other special days. Customers would love to buy flowers to give to their beloved one as an appreciation for their existence and being born.

##### **ii) Customer looking for affordable fresh flowers**

The customer wants a flower that matches their budget. The most important thing is the quality that they want. On top of that, they must be looking for fresh flowers to buy. According to the founder, the customers will be very satisfied with the price if the products meet all the criteria that they want.

##### **iii) Customer looking for a special event decoration**

Some of the customers may be looking for an event planner when they want to hold a special event such as a birthday celebration, occasion and anniversary. They would ask for decorations and give their specification for the event to set up.

## **VALUE PROPOSITIONS**

Value proposition refers to the business or marketing strategy that a company uses to summarize and provide value to the customers. This strategy is simply telling the customers why they should buy their product rather than buying from another company. Here is the value proposition of Nor Florist & Souvenir:

i) Variety of the fresh flowers with reasonable and affordable prices

Nor Florist & Souvenir provide a variety of fresh flowers with affordable prices. There are some fresh flowers that Nor Florist & Souvenir provided such as Rosie dark purple, Rosie red, Rosie Pink, White Rosie, Sunflower and many more beautiful fresh flowers. The business emphasizes the freshness of the flower and takes good care of it by placing it in the chiller and freezer. In advance, to ensure the freshness of the fresh flowers long before it reaches the customer, they use Flora life Spray and flower food.

ii) Product customize based on customer preferences.

Nor Florist & Souvenir arranges the bouquet according to the customer's preferences. They had a special offer by giving customers the opportunity to customize or design their own bouquet and choose their own colors and type of wrapping and also choose the type of fresh flowers they want. The Nor Florist & Souvenir also consider the budget of each customer to buy the bouquet. Such as, Puan Hazirah or her helpers will ask the customer's budget and they will show some of the package that matches their budget.

iii) The flowers have a nice imported wrapping paper and neatly wrapped

Nor Florist & Souvenir have a variety of wrapping paper which is crepe paper, non-woven floral décor metallic, hemp linen sheet, OPP flower wrapping paper and others where the wrapping paper is imported from China and other countries. The colors available for the wrapping paper black, gold, white, purple, pink, blue, green and transparent. We give special treats for the customer to choose the wrapper based on their specifications and desire.

iv) High quality customer service

Nor Florist & Souvenir have really high-quality customer services. They serve their customers well and also give special treats to the customers. The founder also always keeps in touch with the customers to maintain a good relationship with them. Furthermore, they also have good and fast services towards the customers if the customers tend to ask more questions about their package. The Nor Florist & Souvenir use Whatsapp the most to communicate with their customers since the customers prefer to use Whatsapp rather than communicate at the website because it is easier. On the other hand, they are always concerned with their customers by asking them their budget and they will give the package that matches the customer's budget.

v) Offers special event decorations

Nor Florist & Souvenir offers special event decorations such as decoration services for any events. They will design a setting for the events. It includes birthday parties, weddings, and any occasions. For those who want to have a special celebration, they can directly contact Puan Hazirah, she will give a sample of some decorations and they can choose based on their desire. Puan Hazirah also has such good skills in handling small special events. This will make the customers happy with the outcome and results of the decorations by Nor Florist & Souvenir.

## **DISTRIBUTION CHANNELS**

Distribution channels establish how an organization communicates with its customer and how to deliver the value propositions it has to offer. Nor Florist & Souvenir seeks its customers through its shops sales, delivery services and social media platforms.

### **i) Social Media Platforms**

Nor Florist & Souvenir expand their business by making advertisements on social media. As we know, nowadays people are more often spending their time through social media to update their daily lives. The platform that they often use is Instagram and Facebook because most of their customers have an Instagram and Facebook account. Instagram also has many features that can directly connect them and are easy to interact with. The customers can easily visit the Nor Florist & Souvenir social media as they can find many offers that the business offers at anytime and anywhere.

### **ii) The Store**

Nor Florist and Souvenir has only one branch located at Jalan Hang Tuah Melaka. The shop has been running for 10 years since 2012 as before this they only had online business. The stores usually get all the fresh flowers from local Cameron Highlands and also from overseas which is India. At the shop, they store all the inventory including the wrapping, box and certain flowers except for the flowers that are easily perishable. The customer near the area can pick up their order directly from the stores.

### **iii) Delivery services**

Nor Florist & Souvenir also provided an online sale through delivery services by runners. They will gain orders online and deliver to customers at home or the workplace.

## **CUSTOMER RELATIONSHIP**

Customer relationship refers to the type of relationship that a company has with its customers, and it is one of the most important aspects of running a successful business. Customer acquisition, retention, and sales growth are all driven by customer relationships or in other words, we need to obtain, retain, and expand our customer relationships by effective communication. Therefore, it is important to employ successful strategies that turn the target customer into a regular customer.

Nor Florist & Souvenir builds customer relationships by interacting and communicating with their customers in direct walk-in at shop and online ordering. The order is custom made based on customer choice. There are staff who help customers with their orders and give them some suggestions. Nor Florist & Souvenir are attentive by listening to feedback and ready to help the customers in every way they can. The customer will get a promotion discount if they bought a seasonal set of flower bouquet or fruit box worth RM60 per set. The owner provided free delivery within 5 kilometers of their shop for cash-on-delivery orders. This will encourage more customers to purchase online, as some customers were hesitant to spend money and customers will receive their order as soon as possible. The kind gesture made by the owner will draw more customers, and the clients will almost certainly buy again.

## **REVENUE STREAMS**

Revenue streams are the earnings from various sources from the sale of goods or services. The type of revenue varies depending on the type activities carried out by the business. For Nor Florist & Souvenir, the main revenue stream is custom made bouquets for surprise delivery. Usually, the daily sales can reach up to RM1,000 to RM2,000. Besides that, side revenue streams made by Nor Florist & Souvenir are accepting any event order for example birthday parties, weddings, anniversaries and any other occasions if they still have slots on that day. In addition, walk-in and pickup at the shop also can gain a lot of revenue. Puan Hazirah stated that the average monthly sale for The Nor Florist & Souvenir is around RM30,000 to RM50,000.

## **KEY RESOURCES**

### **i) Raw materials**

The materials of the bouquet are floral foam, ribbon, wrapping paper, vase or basket, cut flower life-prolonging material and the most important material is flower. It can be bought at a selected store that has many choices, designs and shapes. Besides, Nor Florist & Souvenir took flowers directly from Cameron Highland and also imported them from India and Kenya. They use various flowers and other materials to make the design more interesting. Without these materials, the bouquet will not be stable and look elegant.

### **ii) Employees**

Nor Florist & Souvenir hired an employee to ensure the business went smoothly. As for now, they have three employees which are Syahira, Nor Ina and Alena. The employees were trained well to make the bouquet to ensure the quality represented well to the customers. The salary for their employees is approximately between RM1,300 to RM1,500 a month.

### **iii) Transportations**

Nor Florist also has used transportations for the delivery. They use motorcycles for surprise delivery and a van for event decoration. The demand also increased as Covid-19 affected the global economy and they needed to stay at home. The customer can order through WhatsApp and they will confirm the order. After confirming the order, they will make it and send it to the customer. Nor Florist did not take any charge of delivery for surprise delivery if the location was less than 5km. They will charge the delivery for event decoration only. It is to get satisfaction from the customer.

### **iv) Equipments and Shop**

They also use equipment to make the bouquet or event decoration. For example, wire cutters, scissors, buckets or vases and hot glue guns. Without these equipments, they won't be able to make the bouquet and any decorations neatly. They also have a shop to display their products. The shop was located in a strategic place to attract more people to buy it.

## **KEY ACTIVITIES**

Key activities are any activities that a company is engaged in for the primary purpose of making a profit. This segment concerns what activities do the company need to perform well in their business model, which activities do the company need to excel, what activities are important to pursue in the company business model and what the company does with the key resources that they have. Key activities are important to support Value Proposition, reach markets, maintain Customer Relationships, and earn revenues.

There are several types of key activities adapted to Nor Florist & Souvenir. One of them is selling flowers that are directly from the local and overseas suppliers. It can show how different the business is from others because they really care about the quality of the flowers. Next, they also make a flower arrangement that is very special since they can follow their customer's request. For example, the design can be custom made by their customers and they follow the design by choosing the flowers with chocolate, cake or fruits based on customer's requests.

Next, the Nor Florist & Souvenir's key activity is handling events. They provide decoration services for any special events or occasion due to customer requests or by their own package. They will design a setting of the events based on their creativity and follow the new trends. It includes birthday party, wedding, dinner date and any occasions.

Surprise delivery is also one of the key activities that is provided by the Nor Florist & Souvenir. The company provides surprise delivery for those who want to express appreciation or make a surprise for their special ones. They use a part time worker and runner to deliver the package that has been ordered by the customer. The customer can pay them by online banking service if they order through online or pay directly at the shop if they meet the manager face to face.

## **KEY PARTNERS**

Key partners are the relationships that you have with other business, governmental, or non-consumer entities that help your business model work. These can be the relationships that your company has with your suppliers, your manufacturers, business partners and others. These partnerships that you will undoubtedly create will be forces that help your business succeed in areas that would be inefficient for you to do yourself.

Nor Florist & Souvenir always put the customer as their priority. Hence, they need to keep a good relationship with their suppliers. It is to ensure that their business always goes successfully. They have a good relationship with the local and overseas suppliers. The supplies that they took from locals are coming directly from Cameron Highland. Meanwhile, the supplies from overseas imports directly from India and Kenya. They supply fresh flowers and are very concerned about the quality of the flowers. It is very important to maintain a good relationship with the suppliers to ensure that the business can be run successfully.

## **COST STRUCTURE**

The most expenses paid by the company are the cost of the materials to make a bouquet and other items for decoration. Puan Hazirah ensures that the business will keep costs as low as possible by purchasing in bulk from the same supplier. The variable cost consists of wrapping, flowers, cards, balloons, sticks, glue, and ribbon which are depending on customer preference amounting to RM1000 each month. Puan Hazirah has two workers who help her in crafting the flower, including taking orders and designing, so she is responsible to pay the costs of the wages.

The fixed cost per month comprises rental of the Nor Florist & Souvenir shop including electricity, Wi-Fi, and water bills amounting to RM450.



## **4.0 FINDINGS AND DISCUSSION**

### **4.1 FINDING**

Based on the findings and research, we identified two major problems Nor Florist & Souvenir was dealing with:

#### **i) Lack of trust from customer**

Nor Florist & Souvenir faced problems which is difficult to gain customer trust when starting the business. Nor Florist & Souvenir are still new in this business industry and unknown to the public so that it is hard to attract customers to buy their product. Also, all the products they sell are still new. They seem consistently focused on making sales and overlook a critical aspect of business which is gaining customer trust. They are unable to listen to or respond to their customer's concerns and issues. They have a website that is poorly built, has irrelevant content, is difficult to navigate, has terrible functionality. Customers find it difficult to obtain useful information and insights.

#### **ii) Unsustainable business**

Nor Florist & Souvenir struggles in sustaining their business. They struggle to attract and keep their staff that can help them move ahead with high wages and salary. Sometimes they find it difficult to find the financing needed to run and grow the operation. They struggle to balance a schedule that includes sales and marketing activities, the search for financing, product development, and business development. Limited marketing and advertising budgets make it hard for Nor Florist & Souvenir to reach their target customer. They find it is impossible to reach the target customer without investing in other kinds of marketing, such as television and websites.

## 4.2 DISCUSSION

In light of all the problems Nor Florist & Souvenir faced, there are a few possible recommendations that should be implemented to address each of the problems.

### i) Provide top-notch customer service

Customer service is one of the important ways for a business to establish customer trust and confidence. It is the fastest way for both sides to communicate and the most important opportunity to showcase its worth and validity. The 2019 Edelman Brand Trust Survey revealed 81% say trust impacts their purchasing decisions. Nor Florist & Souvenir should build customer service platforms in social media such as chatbots or live chat or FAQ customer service. It is easy for customers to ask any inquiries or give their feedback about the business services. The owner or the staff must be reliably reachable so that the customer is not on hold too long.

There are few advantages that can be obtained by providing them with readily accessible and exemplary customer service. First, it demonstrates that the owner values its customers well enough and consistently leads them through any challenges they may have with the purchase of product or service. Second, the staff or owner can automate responses to common questions with integrated chatbots. It helps to improve the business based on the customers' insight. Third, FAQs are accessible to your customers 24/7. It reduces the number of repetitive emails and phone calls. Set up and maintenance costs are lower than phone and email customer service.

However, there are disadvantages or drawbacks to employing customer service, which are that social media is accessible to anyone, customers can easily share or spread negative feedback about the business and harm its reputation. Honesty and diplomacy are essential for social media customer service. Second, live chat customer service is faster than using email but still not as quick as a phone conversation. It is an indirect form of communication, so it's more challenging to assess and follow the customers' emotions. Third, there is no individual approach, only foreseeable questions and answers are included in a FAQ. It requires ongoing maintenance and updates to ensure accurate information.

## ii) Overcome obstacles with proper planning

Proper planning and strategy are major keys in the growth of business rather than focus on more customers and sales. In order to monitor the growth of business, Nor Florist & Souvenir should analyze and study the key importance. They need to implement their plans and strategies to keep track of the business's functioning from the beginning. They should make plans on how to promote or advertise their product without spending more money and budgeting. Also, find a strategy to keep all the staff the same in the business. As a result, it can avoid any loopholes from emerging in between, which might eventually lead to a breaking point.

There are few advantages from overcoming the obstacles with proper planning such as the owner can learn how to avoid all the barriers they face. If the owner never encountered a certain sort of challenge, she might not realize when it's approaching. However, after having done so, she may keep an eye out for those indicators in the future. Second, can build inner strength to become more mindful by boosting the owner's confidence in balancing the schedule and its financing. Third, build resilience capacity. The owner will learn from struggles and benefit from the mistake they made in scheduling sales and marketing activities. They will never repeat the same mistake again.

As for the disadvantages, planning prevents action. The owner might become so focused on planning and trying to plan for every eventuality that they never get around to implementing the plans. Second, impractical business planning. Some ideas of planning are just not practical. Sometimes the owner is stubborn about the execution of a new strategy. They must be flexible to see what is working and what isn't working in the strategy and make adjustments accordingly. Third, inadequate resources and funding which means they have a great strategy but lack of the resources to carry it out correctly. Marketing might be hampered by a lack of resources. If did not have enough funds, segment the approach and implement it in phases that fit the budget.

## **5.0 CONCLUSION**

To summarize, Puan Hazira's business which is the Nor Florist & Souvenir shop has been expanding effectively in the business industry and has a big potential to go further in the future. Although they will confront problems from time to time, we are certain that they will be able to overcome them. As we worked on our case study, we recognized that every business has its unique set of strengths and weaknesses, but that each weakness and disadvantage have a solution that would help the company establish a stronger strategy and organization. The pandemic has become one of the primary causes for them to confront the obstacles, but it also provides them with benefits. Florists are rarely business and have become a trend nowadays, therefore people will continue to seek it out regardless of the conditions, especially when they want to give a surprise to someone and give them as a gift. They just need to continue the strong plans and strategy that they have previously used and make an attempt to implement other strategies in order for their business to develop. Puan Hazira, as the owner, must be both knowledgeable and innovative in making business decisions in order for the business to still function and perform well now and in future.

## 6.0 REFERENCES

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<https://www.instagram.com/norfloristandsouvenir/?hl=en>
3. Template Business Model Canvas (BMC). Retrieved from  
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## 7.0 APPENDICES

### The Business Model Canvas

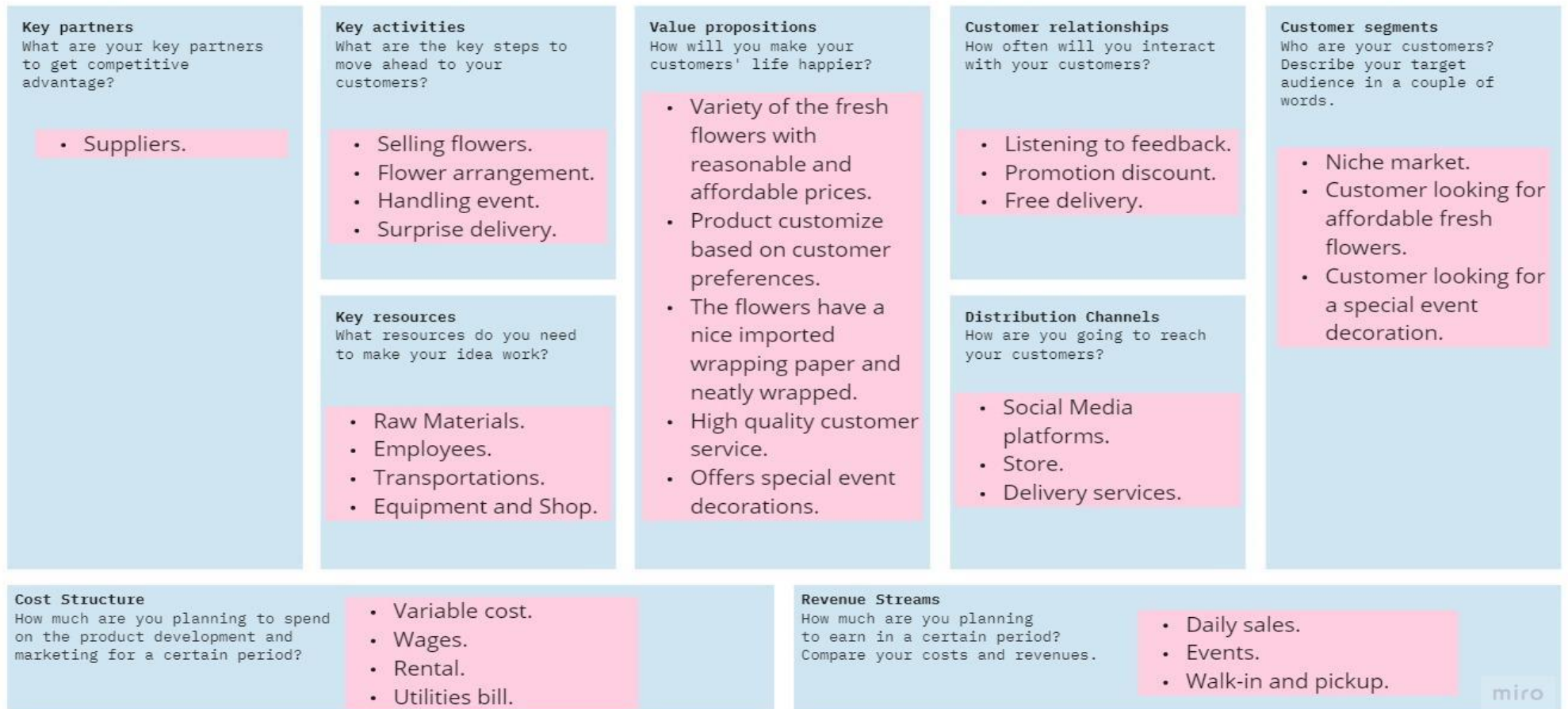


Table 2: Business Model Canvas for Nor Florist & Souvenir.

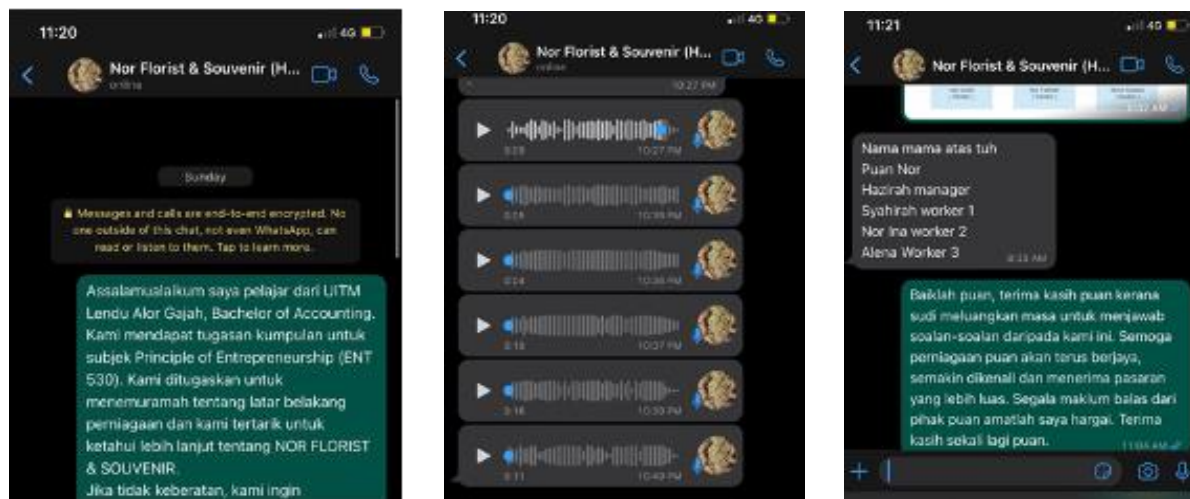


Figure 15: Interview Session with Founder of Nor Florist & Souvenir.

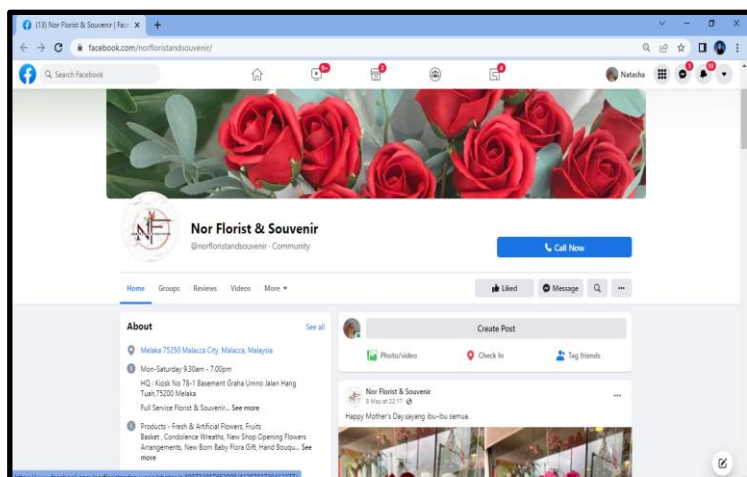


Figure 16: Facebook page of Nor Florist & Souvenir.

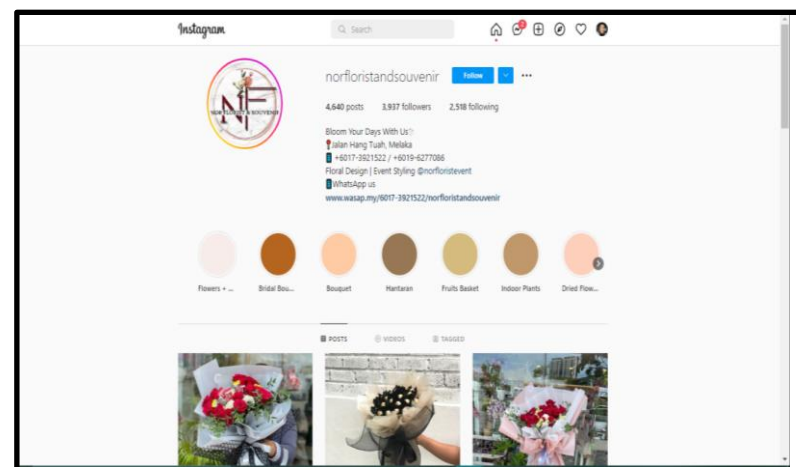


Figure 17: Instagram of Nor Florist & Souvenir.