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Everlasting Love Decoration

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By,

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everlasting

Executive Summary

After doing general research about business opportunity that is available in Samarahan area, our organization has decided to specify our business in Engagement Decoration. Our group has come output with the partnership business plan whereby our companies name is **Everlasting Love Decoration**.

In a process of completing this Business Plan, there are 4 major of business establishment that have to be consider which is, marketing, administration, operation and finance. Beside that, with all the cooperation among the executive in our company, we have plan determinedly the operation from marketing until financial plan in order to get a better company performance.

The marketing and operation is combining together in handling the services to obtain maximum profits. Operation is important to achieve profits because all the achievement is depends on the operational of the organization. Operational is the backbone of the organization which is design, manage, and control the flow of the business. Besides, marketing also important because it responsible in getting the companies strategies of promotion and also determine the percentage of profit and allocation of market share in proving our services which ultimately affects the marketing.

The administration of our business forms an important base from which routines are maintained and controlled. More often than not, the administration has to manage the overall business objectives and goals.

The financial acts as a point where all the financial information in the administrative, marking and operation plans are gathered and summarized to give a picture of the how much our business will cost to run.

We genuinely hope that this guideline which was given to us will help us to correct our mistakes in that our business plan will be accepted.

1.0 Introduction

1.1 Name of the company

The name of our company is "Everlasting Love Decoration". Everlasting means that something that continuing indefinitely or for a long period of time. Which mean we hope that our decoration will be memorized by the customer, also we hope their relationship will be everlasting. We choose the word everlasting because, it give a clue to people that our services is related on engagement and also marriage. We also choose the word Love because, it show that our services is focus on couple that want to have an everlasting relationship. We choose Decoration, because as you know the word decoration means something pretty that you put onto something to make it more attractive. This is our services which are; decorate anything to be as gifts for their engagement ceremony.

1.2 Nature of Business

Our nature of business is focus on the engagement decoration and ceremony which divided into any races in Malaysia. Beside that, we also provide other extra services, also to give chance for the customer to changing their ideas in designing the gifts engagement. The level of expertise will determine on how the customer will satisfied on our services.