



إِنشأوا فيكم لؤكفي فإمرار
UNIVERSITI
TEKNOLOGI
MARA

FUNDAMENTALS OF ENTREPRENEURSHIP (ENT 300)

BUSINESS PLAN

BEAUTIFUL BLOSSOMS (MULTI-PURPOSE NURSERY)

PREPARED BY

FACULTY AND PROGRAMME : FACULTY OF PLANTATION & AGROTECHNOLOGY

SEMESTER : 5

PROJECT TITLE : IDENTIFYING OF A BUSINESS PLAN

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PREPARED FOR:

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SUBMISSION DATE:

11TH DECEMBER 2018

LETTER OF SUBMISSION

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2018

11th DECEMBER

Siti Farah binti Lajim,
Lecturer of Fundamentals of Entrepreneurship (ENT 300),
University Technology Mara,
Mukah Campus, 94600 Mukah,
SARAWAK.

Madam,

SUBMISSION OF ENTREPRENEURSHIP BUSINESS PLAN

Referring to the matter above, we would like to submit our business plan report that we have finally completed based on the guidelines and procedure of business plan. We have discuss and come up with our business which is by supply and selling fresh flowers. Together with this letter, we submit our business plan.

2. First of all, we would like to wish thank you for your guiding and leading us throughout in completing this business plan project. Without your advice, we might not be able to complete it well.
3. We hope that this business plan can be apply for future and gives benefit to those who have the same interest in doing this business.

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EXECUTIVE SUMMARY

Beautiful Blossoms is a start-up flowers nursery, shop and supplier establishment located in East Malaysia. Beautiful Blossoms expects to catch the interest of a regular loyal customer base with its broad variety of fresh flowers that planted by our own in our nursery. We commenced our business on 1st January 2019 and registered our business as a partnerships business. It is equally owned and managed by four partners where each of us will contributed RM 1,335.00 into our business.

Our business were located in Lot 3272, Jalan Parry, Miri, Sarawak. This is because Miri city has a lot potential customers that can increasing our business's profit. Beautiful Blossoms plans to be a be leader in providing floral products and services to perfume's factory and to become one of the most prestigious flower shop and flower nursery in Miri, Sarawak. Beautiful Blossoms also offers its products at a competitive price to meet the demand of the middle-to higher-income local market area residents and tourists.



1.1 INTRODUCTION TO THE BUSINESS

- i. **Name of the business** : Beautiful Blossoms
- ii. **Nature of business** : Partnership
- iii. **Industry profile** : Selling and supply fresh flowers
- iv. **Business Location** : Lot 3272, Jalan Parry, 98000 Miri, Sarawak.
- v. **Date of commencement** : 1st June 2019

- vi. **Factors in selecting the proposed business :**
 - a) Affordable – unique flowers arrangement for every affordable price.
 - b) Helps in increasing the income of floricultural sector in Malaysia.

- vii. **Future prospect of the business :**
 - a) Become recognized in the global market.
 - b) Become largest flower's supplier for any perfume's factories.

1.2 PURPOSE OF BUSINESS PLAN

- **As a guideline for managing the business**

A business plan ensures owner will not skip any important steps that could derail his or her efforts down the line. When the plan is clearly spelled out in writing, it helps owner see bigger picture and identify potential problems before make blunders.

- **To convince relevant parties of the investment potential of the project**

The development of a comprehensive business plan shows whether or not a business has the potential to make a profit. By putting statics, facts, figures and detailed plans in writing, a new business has a better chance of attracting investors to provide the capital needed for getting started.