



اَوَّلُ شَيْءٍ يَنْبَغِي لَوَكْنِي فَايْرَار
UNIVERSITI
TEKNOLOGI
MARA

FUNDAMENTALS OF ENTREPRENEURSHIP (ENT 300)

BUSINESS PLAN

BELLEZA FLORISTA

PREPARED BY

FACULTY AND PROGRAMME : FACULTY OF PLANTATION & AGROTECHNOLOGY

SEMESTER : 5

PROJECT TITLE : IDENTIFYING OF A BUSINESS OPPORTUNITY

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EXECUTIVE SUMMARY

Belleza Florista is a start-up flowers nursery and shop establishment located in East Malaysia. Belleza Florista 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 and also some of the flower was imported from other country. We commenced our business on 1st April 2019 and registered our business as a partnerships business. It is equally owned and managed by four partners where each of us contributed RM5000 into our business.

Our businesses were located at No.96, Ground Floor, Jalan Masjid Taman Sri Dagang, 97000 Bintulu, Sarawak. Belleza Florista plans to be the best flowers shop that providing a high quality of flowers in Bintulu Sarawak. Belleza Florista also offers its products at a competitive price to meet demand of the middle to higher income local market area residents and tourists.



1.1 INTRODUCTION OF THE BUSINESS

- i. Name of the business : Belleza Florista
 - ii. Nature of the business : Partnership
 - iii. Industry profile : Selling and supply fresh flower
 - iv. Business location : No.96 Ground Floor, Jalan Masjid Taman Sri Dagang, 97000 Bintulu, Sarawak
 - v. Date of commencement : 1st July 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.

