

“Feasibility for Starting a Business as a Floral Decorator”

A Thesis

Presented to

The Faculty of Management Sciences

Bahria University of Management and Computer Sciences, Karachi

In Partial Fulfillment

Of The requirement for the

Master Degree in Business Administration

By

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JANUARY, 2009

ABSTRACT

This Feasibility Study is done with the aim to gather the first hand knowledge about the potential investment opportunity in setting up and operating a medium sized floral decorating business offering standard decorating services to the general public. The Feasibility Study is designed to provide relevant details (including technical) to facilitate the investor/ entrepreneur in making the decision by providing various technological as well as business alternatives. It is aimed at providing the investor/ entrepreneur with general advice and pointers to help in setting up a new floral decoration business. Some information is also presented for existing floral decorators that wish to expand and grow their operations further. The document also allows flexibility to change various project parameters to suit the needs of the investor/ entrepreneur.

ACKNOWLEDGEMENT

First of all I would like to give a humble to thank Almighty Allah (who blessed me with the ability to think, work, and enable me to complete my Thesis work, and deliver what I was assigned to do) and salutations of peace and blessings on His beloved Prophet Muhammad (SAWW) and his progeny.

Secondly I owe my special thanks to my Advisor **Mr. Nadir Kolachi** and my examiner **Mr. Naveed Khan** for their support, assistance and guidance and highly appreciate his cooperation, which helps me a lot in the completion of this thesis.

I am also thankful to all respondent of the study for their precious help and attitude during the project. And I am also thankful to all those people who supported me in this thesis.

My words will fail to express my deepest sincere thanks to my family, my parents, my teachers and I also like to thank all my friends for their kind support and favor they gave to me.

Sumera Ghazanfar
MBA 4A Evening
Wednesday February 28, 2009

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