



FLOWER SHOP

Business Plan

Your shop's address
Date of Presentation
Presenter

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About Us

In our flower shop, every flower tells a story. We create arrangements that reflect life's unique moments, from grand celebrations to quiet expressions of love. Our designs blend tradition with fresh vision, capturing the essence of both past and present.

Every bouquet we offer isn't just flowers; it's an emotion, a sentiment, a memory. With a keen eye for nature's beauty, we select only the finest blooms and foliage.

In the heart of our ethos is a simple promise: to craft poetic arrangements where quality and creativity shine brightest.

Legal & Ownership Structure

- License # 781-96-453
- A Limited Liability Company

Website & Location



Executive Summary

Key Offerings

- Diverse range of flowers and foliage
- Tailored arrangements for special occasions
- Gift items such as chocolates and cards

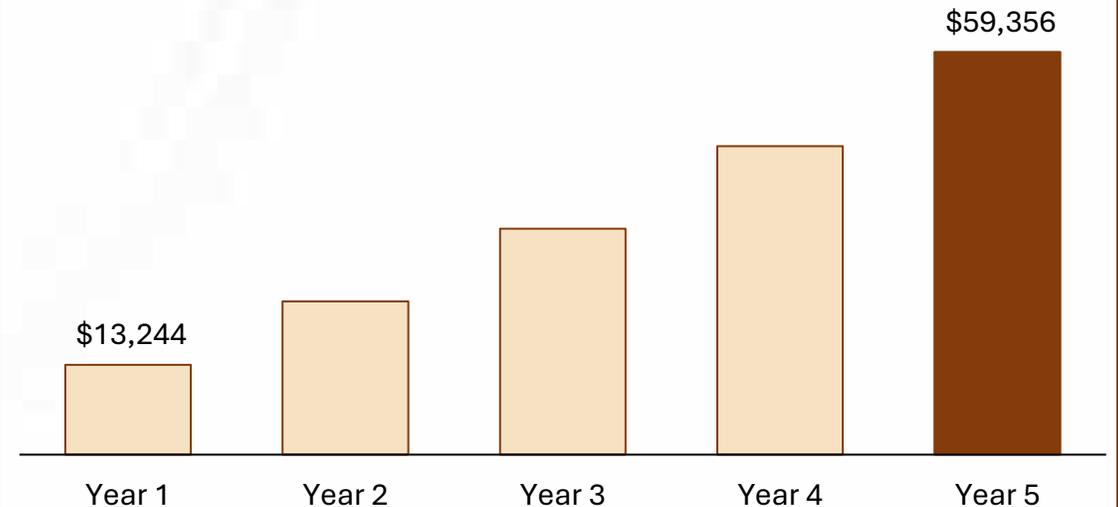


We create bouquets that express emotions, with each arrangement reflecting life's special moments

We position our flower shop as a mid-priced, high-quality alternative



We estimate ~\$13k in profits for Year 1, with an expected increase to ~\$59k by Year 5.



Company Statements



Vision

We aim to be the trusted choice in floral artistry, celebrating life's moments with every bloom and flower arrangement.

Mission

We craft bouquets that convey emotions. Each arrangement reflects life's special moments, created with care and passion





Products and Services

- A diverse range of flowers from classic roses to exotic lilies.
- Arrangements tailored for occasions like birthdays, anniversaries, weddings, and sympathies.
- Gift Items such as cards, chocolates and stuffed toys

Service Strategy



1 hour delivery services



Custom arrangements for events and special occasions



Monthly flower subscription for homes and offices



Interactive floral arrangement workshops

*Every flower is a soul
blossoming in nature*



Pricing Strategy

- Competitive pricing aligned with market trends.
- Special discounts on bulk orders and subscription models.
- Premium pricing for exclusive and rare floral selections.

Value in each bloom

Target Market

Given the flower shop's location within a business cluster, the primary market will be:



Working Professionals

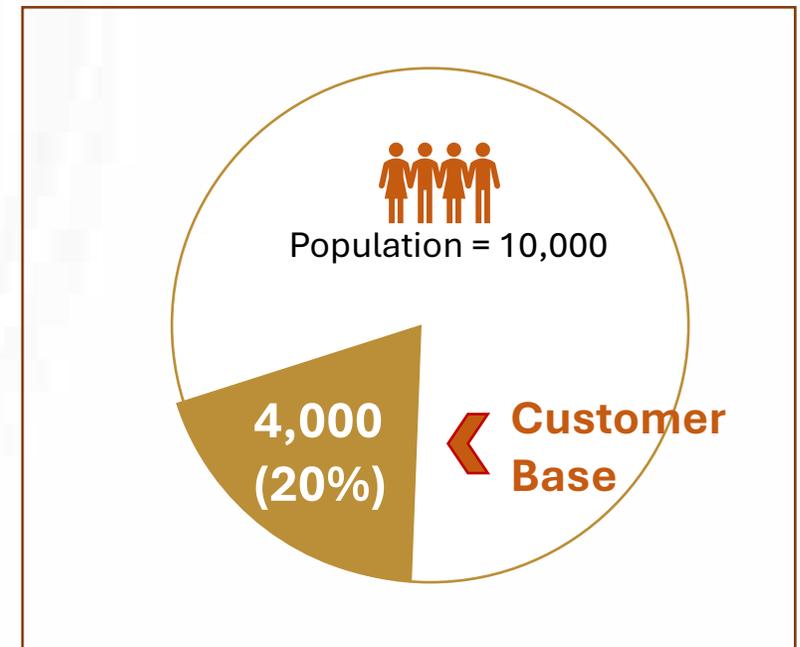
who may purchase flowers for office decor, colleagues, or loved ones.



Corporate Clients

regular floral arrangements for office and hotel lobbies, events, or as corporate gifts.

Market Size



Marketing & Sales Strategies

Promotions

- **Print**
 - Brochures and Flyers
- **Digital / Social Media**
 - Facebook, Instagram, Pinterest
- **Trade Shows**
 - Promotional displays at industry-specific events

Sales Tactics

- **In-store experience**
 - Interactive displays
- **Upselling**
 - Complementary products sales such as cards & chocolates
- **Loyalty programs**
 - Rewards systems
 - Package deals

Partnerships

Collaborations with:

- **Offices**
 - Decors and corporate gifts
- **Hotels**
 - Lobby arrangements and guest packages
- **Wedding venues**
 - Decors

Market Competitive Analysis

Number of Competitors

There are five competitors in the business cluster within 5 kms radius, indicating a strong demand for floral products and services in the area.



Potential Threats

Given the high concentration of competitors, there is a risk of price wars or heavy discounting. There's also the challenge of distinguishing one's products from others.

Competitive Advantages

Design

Unique bouquet designs that capture contemporary and classic tastes

Service

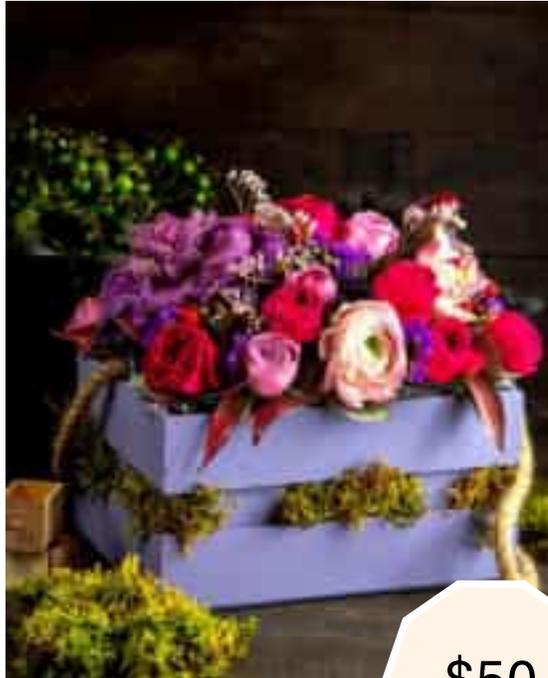
Faster delivery, customization options, and superior customer service.

Pricing

Competitive pricing models, loyalty programs, or subscription discounts.

Prices

Hat Box



\$50

Flowers with Vase



\$100

Bouquet



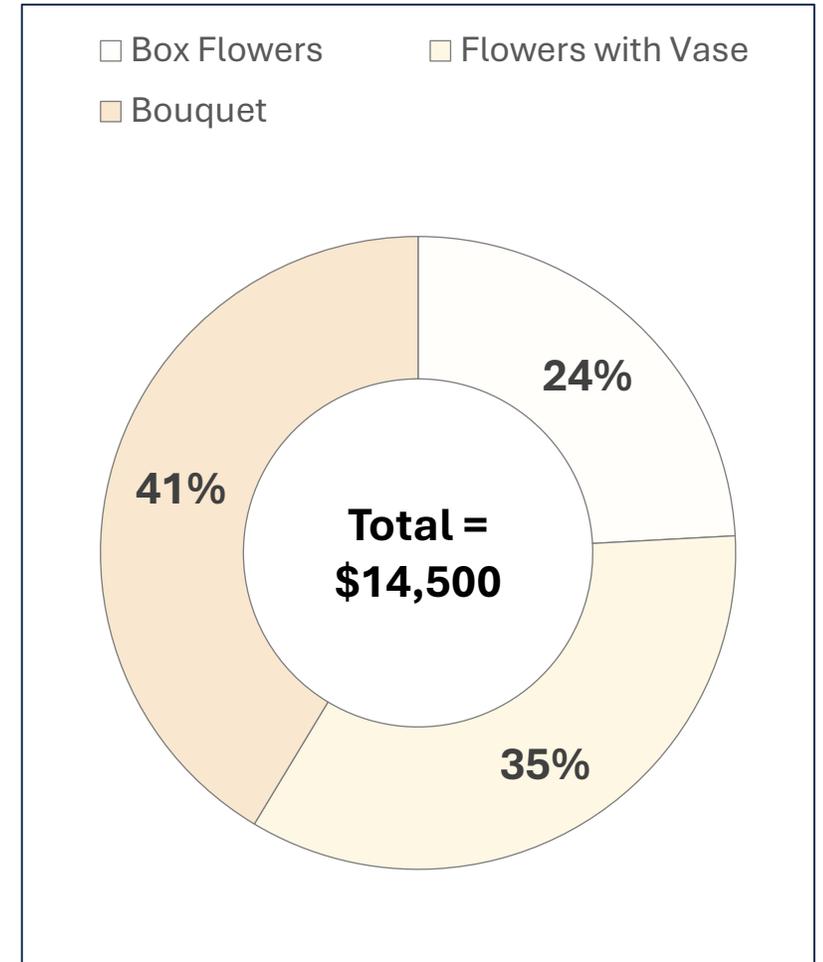
\$150

Pricing Structure

Pricing Particulars	Production Cost	Markup %	Retail Price
Hat Box	\$33.33	50%	\$50
Flowers with Vase	\$62.50	60%	\$100
Bouquet	\$85.71	75%	\$150

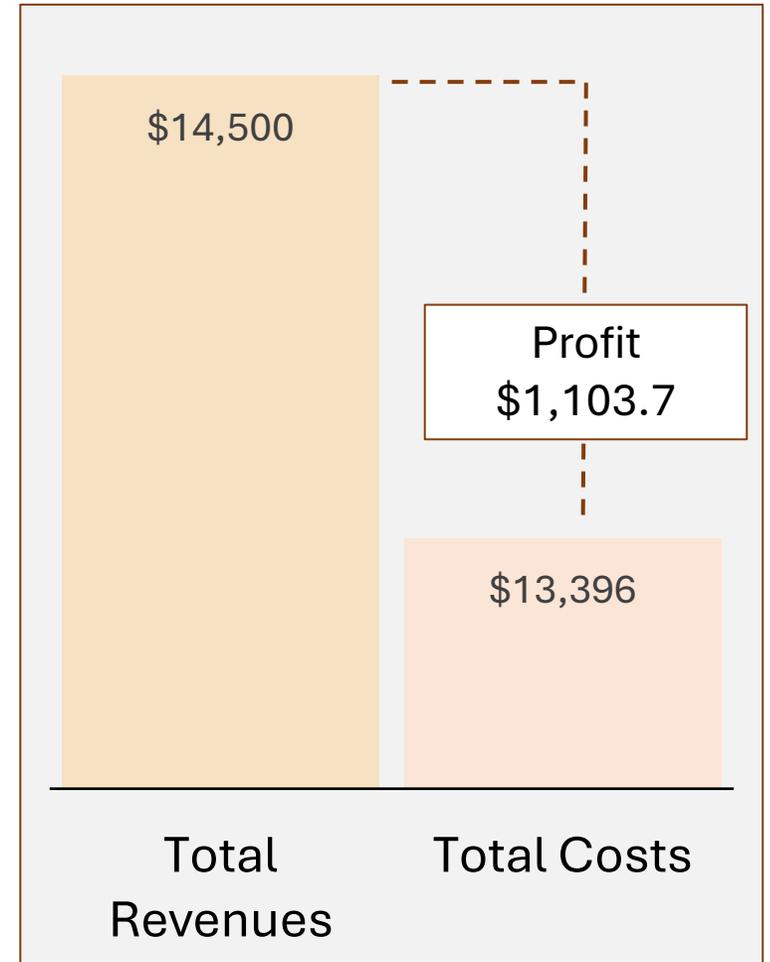
Revenue Forecast (Monthly)

Product	Price	Quantity Sold	Monthly Revenue
Box Flowers	\$50	70	\$3,500
Flowers with Vase	\$100	50	\$5,000
Bouquet	\$150	40	\$6,000
Total Revenue			\$14,500

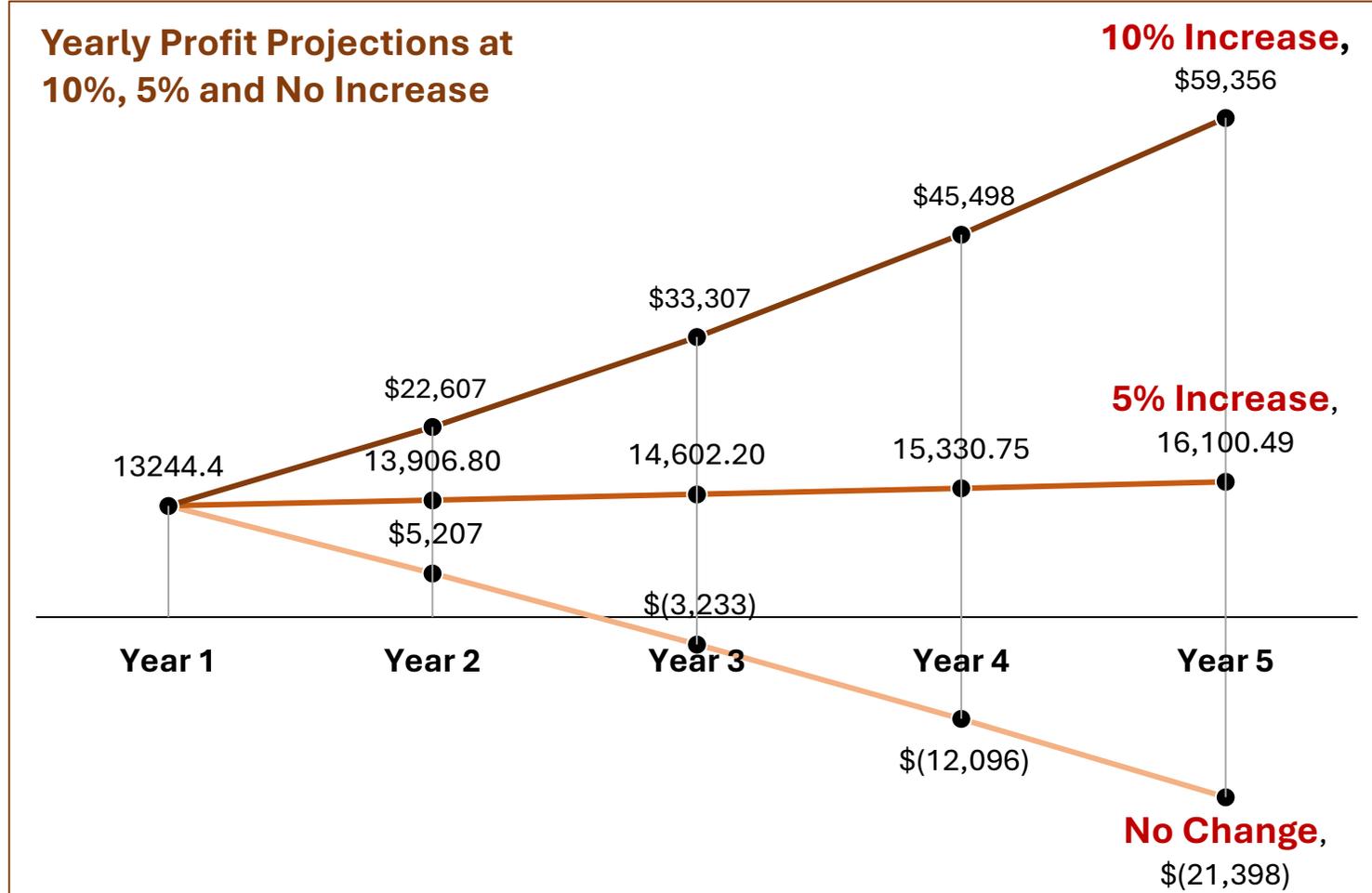


Profit Forecast (Monthly)

Item	Amount
Total Revenues	\$14,500.0
Total Costs	\$13,396.3
Cost of Goods Sold (COGS)	\$8,196.3
Rent	\$1,500
Salaries	\$2,600
Other Overhead	\$1,100
Net Income (Monthly)	\$1,103.7



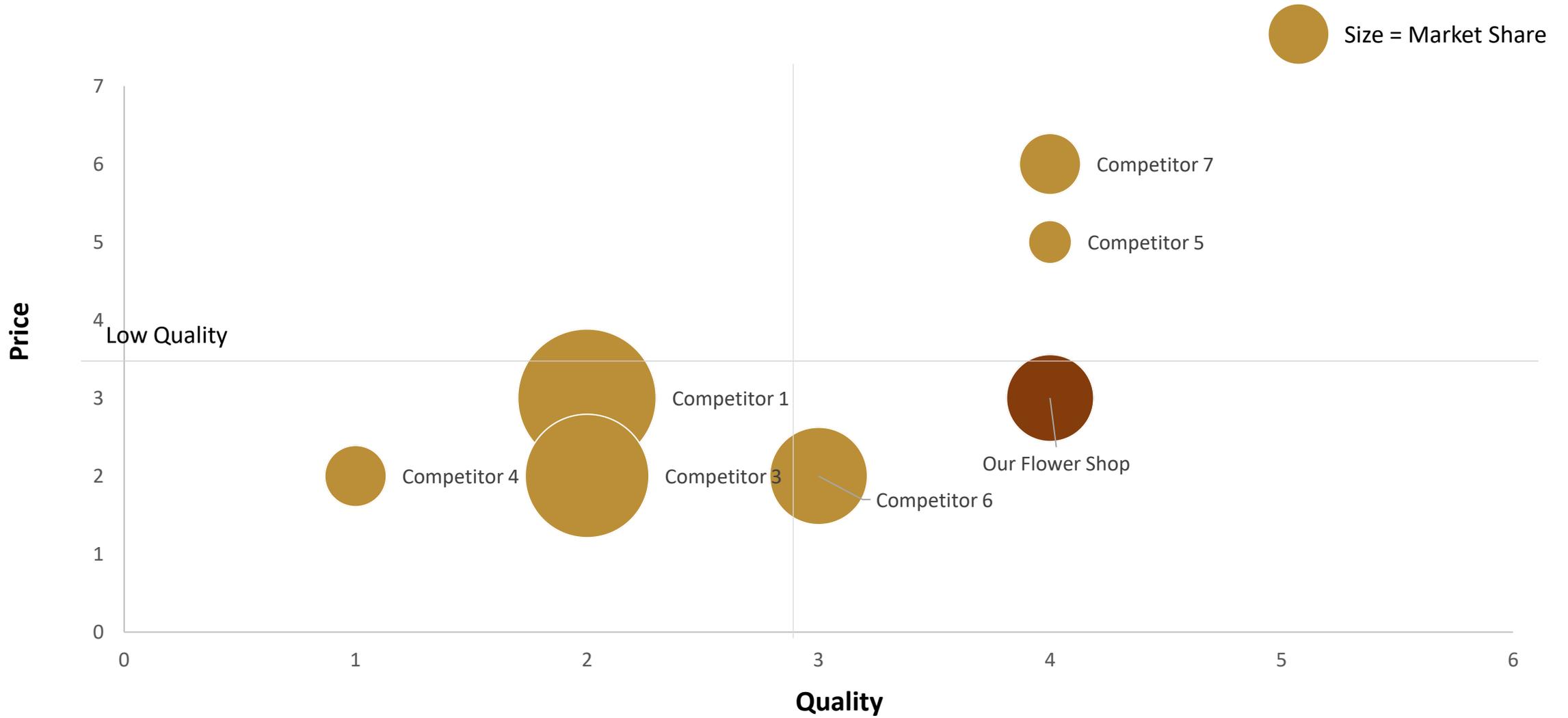
Yearly Profit Projections



Assumptions

- \$13,244 projected profit in Year 1.
- Expenses increase by 5% annually, accounting for inflation and other costs increases.
- The three scenarios considered are: No change in profits, 5% increase in profits, and 10% increase in profits annually.

Positioning with Perceptual Map



Competitiveness Strategy Builder

	Lower Cost	Differentiation
Broad Target	<ul style="list-style-type: none">• Bulk purchasing to reduce unit costs• Standardized arrangements for efficiency• Utilizing seasonal discounts for cost savings	<ul style="list-style-type: none">• Exclusive partnerships with local artisans for unique vase designs• Offering rare and exotic flower varieties• Personalized customer service and consultations
Narrow Target	<ul style="list-style-type: none">• Offering discounted subscriptions for local businesses, hotels, and restaurants through long term blanket contractual arrangements• Budget-friendly options for bulk orders such as weddings, corporate events, etc.	<ul style="list-style-type: none">• Specializing in eco-friendly floral arrangements• Providing same-day delivery for last-minute orders• Bespoke floral installations for special events and corporate clients

90-Days Look Ahead Plan for Flowershop Establishment

30 Days Startup



- Finalize business plan
- Secure retail space contract
- Obtain necessary business licenses and permits

60 Days Brand Establishment



- Develop a distinct brand identity with a logo, brand colors, and consistent visual elements across all marketing materials.
- Launch a professional website showcasing flower arrangements, contact information, and online ordering system

90 Days Launch and Steady State

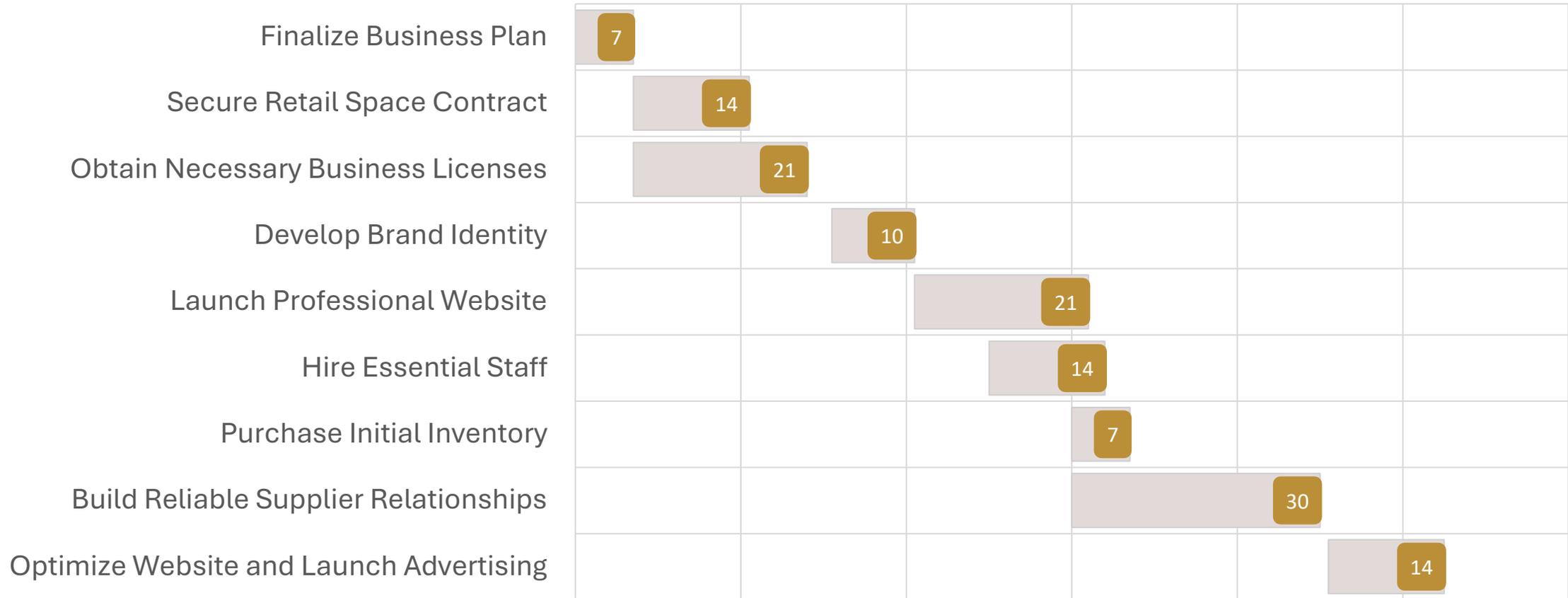


- Hire essential staff such as a skilled florist, sales associates
- Purchase initial inventory based on market research, focusing on popular flower varieties and seasonal trends.
- Build reliable supplier relationships to maintain product quality and availability
- Optimize the website for search engines and launch targeted online advertising campaigns

Activity Gant Chart

■ Number of Days to Complete

1-Jan 21-Jan 10-Feb 1-Mar 21-Mar 10-Apr 30-Apr





Flower Shop

Business Plan