



"Make Me Blossom"

-Team members

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-Purpose of this website:

- Most people now considering the Covid-19 situation prefer to do most of their shopping online plus we're spending lots of our time indoors hence we've created this website to make it easier for you to gift your loved ones flowers and have your own plant friend to keep your company and we will provide you with the best ways to keep them around.

-Strategies:

- **Quality.** Some people are still skeptical about e-commerce. Their skepticisms can be particularly strong when it comes to ordering flowers since it's impossible to check the quality.
- **Assortment.** Offline stores are limited by the physical area, while you're not! So, use this advantage to your favor, and offer your customers a wide range of items to satisfy their needs!
- **Recommendations.** As a general rule, people tend to purchase flowers for special occasions, which by nature, do not happen very often. Because of this, some customers may have concerns about selecting the right items, both floral and non-floral, due to lack of experience.

- **Value for money.** This aspect is not specific to the floral industry, but about purchasing in general. Everybody looks for the perfect price-quality balance, and flower shops are not an exception.
- **Delivery.** Fast and problem-free delivery is everything when it comes to delivering something as delicate as a flower bouquet. With this in mind, make sure that the delivery service you use is careful enough to deliver every bouquet in pristine condition.
- **Convenience.** Let's face it. Most of us purchase presents at the last minute. Your customers are no different. Give them the perfect customer experience at every stage of their buyer journey so they are confident in their purchase. By doing so, you'll reduce your bounce rate and your authority will blossom in the eyes of your customers. (See what we did there?)
- **Reviews/Rating.** It's important to include reviews and ratings below the product as it makes it more credible for customers.
- **Flower Arrangements.** Flower arrangements are a simple and effective way to amplify the welcome setting of any given space and we will provide the right employees for this task.
- **Discounts/Offers.** Adding discounts on a regular basis on particular events attracts more customers.
- **Gifts.** And for our new customers we give them a little welcoming gift with their first purchase.
- **Content Marketing.** Using sponsored ads on social media platforms and blogging bring more customers to our site.
- **Privacy.** Keeping the customers private information is an important part of our business.

-Stakeholders:

- **Internal stakeholders**
 - **The Project manager.** Manages the website and the E-business as a whole, has the executive authority and supervise the management team and the IT department.

- **The Management Team.** Add products to the website and have full control over the dashboard of the website.
 - **Plant Nurseries.** Suppliers who provide our business with the needed products.
 - **Employees.** Selling to walk-in retail customers; designing arrangements; ordering flowers, plants and greens; purchasing supplies, vases and containers; pricing and selling merchandise and orders for profit; spot checking orders to ensure quality products; knowing social and religious customs of various holidays; and handling complaints.
 - **Delivery Company.** The delivery person's primary tasks will include planning deliveries (right time, right day); loading and unloading products carefully, securing plants and flowers during transportation; repairing, returning and replacing any transit-damaged products; keeping track of deliveries; and performing on-site credit card transactions.
 - **External Stakeholders**
 - **Customers.** The key aspect of the website, they can search items ,purchase items. have subscriptions, discounts and offers.
 - **Online sellers.** Brands can offer their products and sell them on the websites with benefits.
 - **Competitors.** Other E-Commerce that offers the same services and have a competition with my business
 - **The Government.** Can add taxes or have special regulation that must be considered.
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