



MARKETING PLAN

ONLINE GIFT SHOP

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1- EXECUTIVE SUMMARY

Gift-giving is a special tradition that brings people closer, crosses cultural barriers, and makes important moments unforgettable. In today's busy world, where time and distance can separate us from loved ones, **GiftWithDelight** helps fill this emotional gap by offering a unique and personal gifting experience. Our goal is to make giving gifts simple, memorable, and extra special for our customers, no matter where they are.

At *GiftWithDelight*, we serve two main groups of customers. The first group is the **Pakistanis living abroad** who want to send thoughtful and meaningful gifts to their families back home. Even though they live far away, they still want to show their love and care. The second group is **local Pakistanis** who want elegant and personalized gifts to surprise their loved ones. Whether they live in the same city or far apart in Pakistan, they trust us to make their gifts extra special.

What makes *GiftWithDelight* stand out? It's our three key strengths. First, we offer **personalized gift curation**, ensuring every gift is chosen with the recipient's preferences and cultural values in mind. Second, we focus on creating a **complete gifting experience**, from surprise planning to gift delivery, ensuring the moment is as perfect as the gift itself. Third, we prioritize **reliable logistics**, guaranteeing that each gift arrives on time, no matter where it's being sent in Pakistan.

Our marketing focuses on connecting with customers in meaningful ways. We use social media platforms like Facebook, Instagram, and TikTok to share emotional stories of real gift-giving moments. These stories show how our gifts make people feel loved and appreciated. We also work with social media influencers to help spread the word about **GiftWithDelight** to more people.

To make gift-giving even easier, we have a smart reminder system that lets customers know about important dates like birthdays and anniversaries, so no special day is forgotten. Our loyalty program rewards repeat customers with discounts and special deals, showing how much we value them.

We understand that every customer is different, so we offer flexible pricing and customization options. Customers can choose from a variety of gifts, fancy packaging, and delivery options to fit their needs and budget. We also provide gift bundles for recurring events, so customers can plan for the whole year. For businesses, we offer corporate gift services to make it simple to send gifts to employees, clients, or partners.



2- Company Information

GiftWithDelight is a unique and customer-focused online gift shop based in Pakistan, created to make gift-giving more personal, meaningful, and enjoyable. **Our main purpose is to bring people closer, no matter the distance, and to ensure that sending a gift feels just as special as receiving one.** We serve two key groups of customers: **overseas Pakistanis** who want to send thoughtful and heartfelt gifts to their families back home, and **local Pakistanis** who are looking for high-quality, personalized gifts for special occasions. With the growing demand for unique and personalized gifts, *GiftWithDelight* was founded to provide a dependable and caring way to celebrate important moments, such as birthdays, anniversaries, or any other special event. Every gift we offer is carefully chosen to match the recipient's personality and the occasion being celebrated. We work hard to ensure that each gift is of top quality and delivered on time, so every recipient feels the love and joy behind the thoughtful gesture. At *GiftWithDelight*, we aim to make every moment unforgettable by helping our customers create lasting memories with personalized gifts that truly show how much they care, no matter where they are in the world.

2.1- Company Profile

Company Name: GiftWithDelight

Business Type: Online Gift Store & Surprise Delivery Service

Main Markets: Pakistan (Local & Overseas Customers)

Year Established: 2024

Head Office: Online Platform; Products Procured Based on Customer Preferences for Each Order

Delivery Coverage: Pakistan-wide & Overseas Gift Booking

2.2 Our Services

Customized Gift Boxes:

At GiftWithDelight, we provide a variety of personalized gift boxes tailored to fit any occasion. Be it a birthday, anniversary, or another special event, our customers can select themes that best reflect the recipient's personality and preferences. Every box is thoughtfully designed with items that ensure the recipient feels special and valued, making the occasion unforgettable.



Personalized Items:

We believe personalized gifts create stronger connections. Our selection includes customizable keepsakes with engraved messages and unique items that reflect the recipient's individuality. Each gift is more than a product—it's a heartfelt expression of thoughtfulness and care, deepening emotional bonds and making the recipient feel cherished.

Surprise Delivery Services:

The joy of gifting often comes from the element of surprise. Our surprise delivery service adds excitement and anticipation to every moment. Whether to a home, office, or another location, we ensure that delivery details are kept confidential to enhance the surprise. Our reliable logistics ensure timely and perfect delivery, making the experience truly memorable.

Packages for Every Event:

GiftWithDelight provides event-specific gifting packages, ideal for both individuals and businesses. From corporate events to personal milestones, our packages cater to diverse needs, creating lasting impressions and strengthening relationships. These tailored solutions promote goodwill and ensure that each recipient feels valued and appreciated..



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Any Time Delivery & Same-Day Delivery:

We understand that timing is everything when it comes to gift-giving. That's why we offer same-day delivery across Pakistan for urgent surprises or last-minute plans. Our seamless service ensures that your gift reaches its destination on time, making the process stress-free for busy customers.

Customized Cakes, Bouquets, Balloons, and More:

In addition to our personalized gift boxes, we also offer customized cakes, fresh bouquets, balloons, and a variety of other gifts. Whether it's a birthday, anniversary, or special event, we can create a perfect combination of treats and decorations that add an extra layer of joy to the occasion. From themed cakes to vibrant flower arrangements, we make sure that every detail is taken care of to create a complete, memorable experience.



Subscription-Based Gifting

Our subscription-based gifting service allows customers to plan and pre-schedule gifts for loved ones throughout the year. Perfect for busy individuals, this service ensures no special moment is missed. Customers can pre-pay and personalize gifts for birthdays, anniversaries, or other occasions, enjoying peace of mind and timely deliveries. It's a hassle-free way to maintain meaningful connections, no matter the distance.

2.3 Our Vision

Our vision is to make every gift meaningful, bridging distances and bringing hearts closer. We believe gifting is more than exchanging items — it's a heartfelt gesture of love, thoughtfulness, and care. At *GiftWithDelight*, we aim to connect people across distances and time through gifts that create moments of joy and meaningful connection. Our ultimate goal is to be the leading platform for personalized gifting, celebrated for fostering unforgettable emotional bonds.

2.4 Our Mission

Our mission is to deliver personalized, high-quality, and timely gifting solutions that go beyond simply giving a present. Each gift is carefully designed to reflect the recipient's personality and the giver's thoughtful intentions, creating a truly



memorable experience. We strive to provide exceptional customer service, a seamless and user-friendly platform, and on-time delivery for every order. Whether it's a local delivery or sending a gift across borders, we aim to make the process easy, enjoyable, and stress-free for our customers.

2.5 Our Core Values

- **Empathy:** We understand the emotions tied to gift-giving and work to create meaningful experiences for both the giver and the receiver.
- **Reliability:** We believe in keeping our promises, ensuring timely deliveries and maintaining the highest quality standards for every gift.
- **Customer-Centricity:** Customer satisfaction is our top priority. We are committed to improving our services and making the gifting process as smooth as possible.
- **Innovation:** We continuously innovate to offer unique, personalized gifts and services that set us apart from other gifting platforms in the market.

3- Marketing Plan

3.1 - Market Analysis

3.1.1 - Why GiftWithDelight?

Traditional gift shopping can be overwhelming, especially when trying to send gifts across long distances. For many overseas Pakistanis, the challenge lies in finding a trustworthy, customized, and timely gift delivery service for their loved ones back home. The process of selecting the perfect gift, ensuring quality, and arranging delivery often becomes stressful and detracts from the joy of gifting.

GiftWithDelight solves this problem with a seamless and user-friendly online gifting platform. We enable customers to design personalized, thoughtful gifts that truly reflect the recipient's personality and preferences. Our reliable delivery service ensures that gifts arrive on time, eliminating the worries associated with long-distance gifting.

To further simplify the experience, our subscription-based service allows customers to pre-schedule gifts for special occasions, ensuring that their loved ones receive meaningful presents on time, without any hassle.

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In today's fast-paced world, where convenience and meaningful connections matter, GiftWithDelight offers the perfect solution. We make gifting easy, heartfelt, and impactful, helping you bridge distances and create lasting memories.

3.1.2 - Global & Local Gifting Trends

The online gifting industry is growing rapidly worldwide. More people are turning to digital platforms for gift shopping because of the convenience, speed, and wide range of customization options they offer. Today's consumers are looking for gifts that hold emotional value, not just material items, with personalization being one of the main driving factors behind this shift. Gifting is no longer just about buying a present—it's about creating meaningful experiences.

As a result, the demand for customized gifts, subscription-based services, and surprise experiences has skyrocketed. Consumers now prefer platforms that offer convenience, emotional connection, and timely delivery. Subscription-based gifting services, in particular, have become popular because they allow consumers to easily plan and send gifts for recurring events like birthdays, anniversaries, and holidays.

In Pakistan, the digital commerce sector is booming, providing a great opportunity for e-commerce businesses like GiftWithDelight to establish a strong presence. The rise of online shopping in Pakistan, combined with a growing desire for personalized gifting, creates a perfect environment for GiftWithDelight to lead the market and serve both local and international customers seeking meaningful, customized gifts.

3.1.3 - Pakistan's Gifting Market Scenario

Pakistan has a large diaspora, with millions of Pakistanis living and working abroad, creating a substantial demand for reliable gifting services that can bridge the gap between families and their loved ones. Overseas Pakistanis often face challenges in sending thoughtful gifts back home, dealing with concerns about reliability, delivery delays, and lack of customization options. This is where GiftWithDelight excels, offering a platform that guarantees not only personalized and customized gifts but also timely and secure delivery across Pakistan.

At the same time, the local gifting market in Pakistan is evolving, with an increasing demand for unique, high-quality, and customized gift options that go beyond traditional items. Consumers now seek something more meaningful — gifts that reflect relationships, emotions, and the significance of the occasion. GiftWithDelight caters to this shift by offering carefully curated gift boxes, personalized items, and surprise delivery services. With a focus on quality, personalization, and timely

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delivery, GiftWithDelight ensures that customers, both local and international, can send thoughtful and memorable gifts that strengthen bonds and create lasting memories. The growing demand for such services presents a promising opportunity for *GiftWithDelight* to make a significant impact in Pakistan's gifting industry.

3.2- Product Description

GiftWithDelight offers a range of **personalized gifting solutions**, including:

- **Customized Gift Boxes** (Birthday, Anniversary, Eid, etc.)
- **Personalized Items** (Mugs, Frames, Jewelry, T-Shirts)
- **Flowers & Cakes** (Fresh floral arrangements and premium cakes)
- **Surprise Gift Arrangements** (Balloon decor, room setups, event planning)
- **Subscription-Based Gifting** (Customers can pre-book gifts for loved ones for an entire year)

3.3- Core Business Model

Our business model revolves around **on-demand gifting services** rather than maintaining physical stores. We procure gifts based on customer preferences and ensure quality checks before delivery. The absence of dark stores allows us to be more **flexible, cost-effective, and customer-focused**.

3.4- Competitors & Market Players

While online gifting platforms exist, **GiftWithDelight stands out with its personalized and surprise gifting services**. Our primary competitors include:

1. *TCS Sentiments Express*
2. *PakGiftShop*
3. *Gifttables.com*
4. *giftify*
5. *Flowers & Gift Delivery Platforms*



3.5- Competitive Advantage

GiftWithDelight stands out in the competitive gifting market by focusing on

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personalization and creating memorable experiences for customers. Unlike traditional gift shops, which offer generic products, GiftWithDelight emphasizes gifts tailored to individual tastes and preferences. This unique approach allows customers to create thoughtful, customized presents that feel special and meaningful.

What truly sets GiftWithDelight apart is the surprise element we add to each gift. While many gifting platforms simply offer a selection of products, we enhance the experience with unexpected touches that make the gifting process exciting and memorable. This sense of anticipation turns each gift into a beautiful moment of joy, building excitement for both the sender and the recipient.

Additionally, our strong logistics system ensures that gifts are delivered on time, no matter where the recipient is located in Pakistan. This reliability plays a crucial role in building customer trust and strengthening our brand reputation.

GiftWithDelight's marketing strategy goes beyond just showcasing products—it highlights the emotional impact of our gifts. By sharing customer stories, testimonials, and the connections made through our gifts, we foster a deeper emotional bond with our audience. Our content focuses on how our products make people feel, celebrating relationships and emotions, which humanizes the brand and makes it more relatable.

This combination of personalized gifting, surprise elements, reliable service, and emotional engagement truly differentiates GiftWithDelight from other platforms, positioning us to build a loyal and dedicated customer base.

3.6- Cost-Effectiveness

Our business model eliminates the need for **physical stores and storage costs**. Instead, we operate with an **on-demand procurement system**, ensuring fresh, high-quality gifts while keeping operational costs low. Additionally, our pricing remains competitive with:

- **Free delivery on bulk orders**
- **Special discounts for repeat customers**
- **Loyalty programs and referral rewards**

3.7- Marketing Mix

Products

GiftWithDelight offers a diverse range of gifting solutions tailored for various occasions. Our product categories include:

- **Customized Gift Boxes** – Personalized packages with curated items.
- **Personalized Gifts** – Engraved mugs, frames, jewelry, and accessories.
- **Flowers & Cakes** – Fresh flowers and premium cakes for special occasions.
- **Surprise Gift Arrangements** – Balloon décor, event setups, and surprise planning services.
- **Subscription-Based Gifting** – Customers can pre-schedule gifts for their loved ones for the entire year.
- **Digital Gifts** – E-gift cards, digital artworks, personalized videos, and online subscriptions.
- **DIY Gift Kits** – Fun, creative kits for crafting personalized gifts like candles, scrapbooks, and greeting cards.
- **Seasonal & Festive Gifts** – Special collections for holidays and festivals like Christmas, Eid, Diwali, and Valentine’s Day.

Our products are designed to create emotional value, making each gift unique and memorable.

Pricing

Our pricing strategy is based on **Cost-Plus Pricing**, ensuring competitive rates while maintaining quality. We aim to provide affordability and value through:

- **Flexible pricing tiers** for different budgets.
- **Free home delivery within city limits** for standard orders.
- **Discounts for bulk purchases and subscription customers.**
- **Exclusive promotional offers** like discount codes and loyalty rewards.



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To remain competitive, **introductory discounts and referral incentives** will be offered to attract new customers while gradually optimizing prices based on market demand.

Place / Location

Small City-Based Packaging Hubs

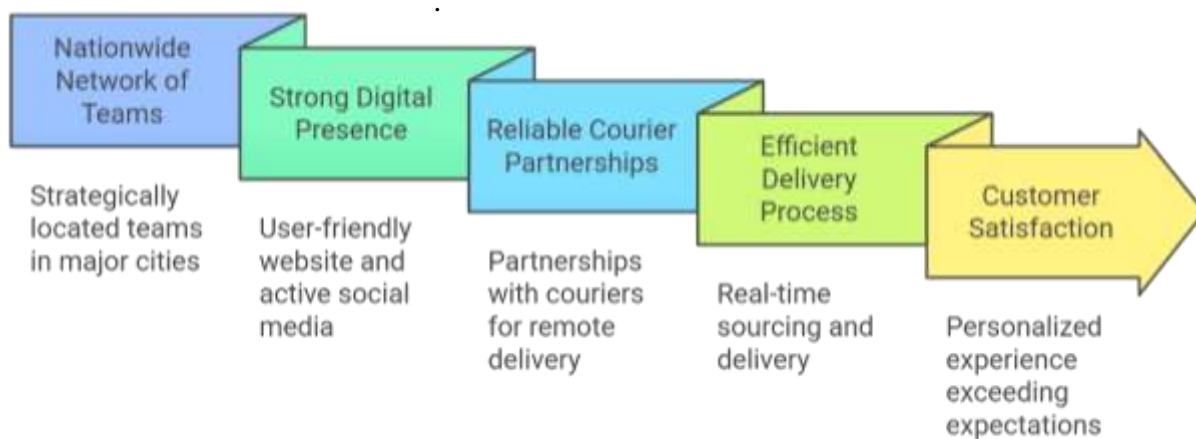
Instead of large fulfillment centers, *GiftWithDelight* has small hubs in different cities where team members carefully package on-demand items. These hubs also play a key role in quality control, as team members take photos of the packed gifts before dispatching them. This ensures transparency and customer satisfaction.

Last-Mile Delivery Innovations (Faster Delivery Methods)

Your promise of surprise and timely deliveries makes last-mile delivery a crucial element. Collaborating with local courier services or bike riders for faster delivery will ensure gifts reach recipients on time.

Subscription Box Deliveries (Regular and Personalized Deliveries)

Since *GiftWithDelight* already offers subscription-based gifting, customers can pre-book gifts for their loved ones, ensuring seamless and memorable gift experiences throughout the year.





Promotion / Promotional Tools

Our promotional strategy focuses on **digital engagement and emotional connection** through:

Influencer Marketing

We collaborate with influencers across platforms like Instagram, Facebook, and TikTok to expand our reach and generate excitement around our personalized gift offerings.

Personalized Marketing

GiftWithDelight uses customer data to send personalized offers, ensuring every customer feels valued. By providing tailored gift recommendations and reminders for special events, we create more relevant shopping experiences.

Email Marketing with Automation

We automate our email campaigns to send targeted reminders and offers, keeping customers informed about promotions and new arrivals.

3.8-Market Segmentation

3.8.1-Target Customers:

GiftWithDelight focuses on understanding and addressing the needs, preferences, and budgets of our customers through precise market segmentation. This allows us to offer gifts that are tailored to specific customer groups, ensuring we meet their unique desires while enhancing the shopping experience. By aligning our products and services with the expectations of these groups, we are able to create more effective marketing campaigns, boosting our promotions and driving higher sales.



Demographic Segmentation

- **Educated and Upper-Class Domestic People** → People with good income who like premium gifts.
- **Elite Class** → Wealthy people willing to spend more for unique and personalized gifts.
- **Diplomats and Expats** → Foreign nationals who want to send gifts to loved ones in Pakistan.
- **International Customers** → Pakistanis living abroad who want to send gifts back home.

Psychographic Segmentation

- **Health-Conscious Individuals** → People who prefer healthy, eco-friendly, or wellness gifts.
- **Elite Class** → People who love luxury and exclusive gifts.

Behavioral Segmentation.

- **Corporate Clients and Businesses** → Companies that want to send special gifts to their employees or clients.
- **Hotels and Restaurants** → Businesses that may need unique gifts for their customers.
- **International Customers & Expats** → People who want a convenient and reliable way to send gifts to Pakistan, staying connected with loved ones despite the distance.

Why We Are Focusing on These Groups?

These segments are ideal because they represent individuals who value personal connections and experiences. Customers from these groups are often far away from their loved ones due to work, studies, or travel, and they want to maintain those important relationships by sending thoughtful, personalized gifts. By offering timely deliveries and surprise gift services, *GiftWithDelight* can help bridge the distance, making these customers feel closer to their loved ones.



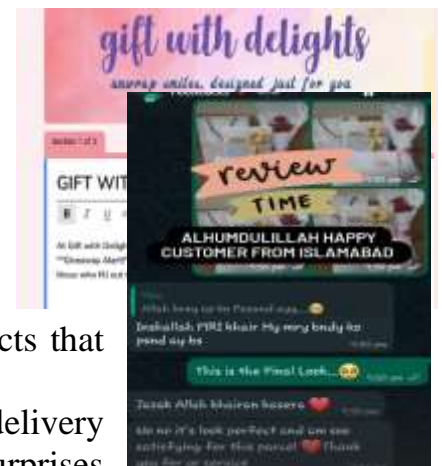
Value Proposition:

GiftWithDelight is committed to offering customized gift solutions that cater to the emotional and personal needs of our customers. We provide the convenience of sending surprise gifts across cities or countries, ensuring timely deliveries for special occasions like birthdays and anniversaries. By focusing on personalization, we guarantee that every gift reflects the sender's unique style and message. Our value proposition lies in delivering a memorable gifting experience, ensuring that, even when you're far from your loved ones, you can make them feel special with a thoughtful and perfectly timed surprise.

“GiftWithDelight turns every moment into a heartfelt memory, delivering personalized surprises that bridge the distance and make your loved ones feel truly special.”

Plan to Keep Customers:

- **Customer Feedback and Surveys:** Regular surveys will be conducted to understand customer preferences, improve our services, and ensure satisfaction.
- **Personalized and Quality Gifts:** We will ensure every gift is tailored to the recipient's tastes and needs. This involves offering high-quality, customized products that stand out.
- **Timely Delivery:** We will maintain a strict on-time delivery system, especially for customers who are planning surprises for special events.
- **Educational Content:** To make our customers aware of how personalized gifts can strengthen relationships, we'll provide helpful content about thoughtful gifting through blogs, emails, and social media.
- **Loyalty Program:** Reward repeat customers with discounts, exclusive offers, and first access to new products.



No-Advance Payment Policy:

One of the key features that set *GiftWithDelight* apart is our **No-Advance Payment Policy**. We believe in building trust with our customers. Therefore, we only charge payment once your beloved one has received their gift. This ensures that our customers feel secure in knowing that their gifts will be delivered as promised,



without any upfront costs. Our customer-centric approach guarantees a hassle-free experience from the moment the order is placed until the gift reaches its destination.

3.9-Market Demand

The market demand for gift delivery services, especially customized and surprise gifts, is growing rapidly as people are increasingly looking for ways to surprise their loved ones, no matter the distance.

- **Direct Market:** Direct customers include individuals looking to send personalized gifts for birthdays, anniversaries, and other special occasions. This group includes educated and tech-savvy people who are comfortable with online shopping and value a high level of customization in the gifts they send.
- **Indirect Market:** Indirect markets include businesses such as corporations that want to send customized gifts to employees or clients, hotels and restaurants that want to provide special surprises to guests, and other event-based companies that need gifting solutions.

3.10-S.W.O.T Analysis

Strengths

1. **Unique Selling Proposition (USP):** GiftWithDelight stands out by offering a truly unique service—sending surprise, customized gifts with a guarantee of timely delivery. This is particularly valuable for customers who are unable to deliver gifts in person due to distance, creating a competitive advantage in the gifting market.
2. **No-Advance Payment Policy:** GiftWithDelight builds trust with customers by allowing them to pay only after the gift is successfully delivered. This reduces perceived risk, especially for international clients who might be unfamiliar with the platform, and fosters stronger relationships with both local and overseas customers.
3. **Personalized Service:** Personalized, custom gifts are at the core of the business. From curated gift boxes to personalized items, every gift reflects the recipient's personality and the sender's thoughtful message. This ensures a meaningful and memorable experience for both the sender and the recipient, distinguishing GiftWithDelight from traditional gifting services.

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4. **Global Reach:** The platform is strategically positioned to serve international customers, particularly Pakistanis abroad who want to send gifts to their families in Pakistan. This broad reach helps bridge geographical gaps and fosters emotional connections through personalized surprises.

Weaknesses

1. **New Market:** While the personalized gifting model is growing, it remains a new concept for some customers, particularly in markets where traditional gift shopping is dominant. Educating potential customers on how the service works and building trust could take time and require effective marketing strategies.
2. **Initial Cash Flow Challenges:** The no-advance payment policy, while effective for building trust, can cause cash flow fluctuations. Since customers pay only once the gift is delivered, this may hinder GiftWithDelight's ability to cover operational costs and scale quickly in the early stages. Effective financial planning and strategy are necessary to manage this issue.

Opportunities

1. **Growing Demand for Personalized Gifts:** Consumers are increasingly seeking customized products with emotional value. As people move away from mass-produced gifts, the demand for unique, personalized gifts is expected to grow. This offers a significant opportunity for GiftWithDelight to expand its customer base.
2. **Potential for International Expansion:** With a large Pakistani diaspora, GiftWithDelight has a significant opportunity to tap into the overseas market. Expanding to serve other international markets with similar needs could further increase revenue potential and broaden the customer base.
3. **Technological Advancements:** Leveraging online platforms, social media, and emerging technologies like artificial intelligence and data analytics could help GiftWithDelight enhance customer engagement and streamline gift selection, providing a more personalized and enjoyable experience.
4. **Corporate Gifting:** The growing demand for corporate gifts presents an opportunity for GiftWithDelight to diversify its services. By offering customized corporate gifts, GiftWithDelight can create additional revenue streams and use corporate gifting as a marketing tool for brand exposure and relationship-building.

Threats

1. **Competition:** The online gifting market is expanding rapidly, and competition is intensifying. Established players, both local and international, may offer similar services. To stay ahead, GiftWithDelight must continually innovate, offer superior customer service, and maintain a unique, personalized experience.
2. **Customer Trust:** Building and maintaining customer trust is essential. Delays or failures in gift delivery could severely damage the company's reputation. Ensuring timely deliveries, excellent customer support, and high-quality service will be crucial in mitigating this threat.
3. **Cultural Barriers:** Cultural factors may influence customer willingness to embrace online gifting services. Older generations may prefer traditional methods of gift-giving, and customers in rural areas might be hesitant to use online services. Overcoming these barriers will require localized marketing, education, and demonstrating the value and convenience of using online gifting platforms.



3.11-Business Analysis

The growth of the online gifting sector is part of the broader digital economy trend in Pakistan. As e-commerce continues to grow, particularly in the gift and occasion-based categories, *GiftWithDelight* aims to cater to this growing need.

Objectives

- **Enhance Emotional Connections:** We aim to help people stay emotionally connected with their loved ones by offering timely, personalized gifts.

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- **Provide a Seamless Experience:** Our goal is to offer an easy-to-use platform that ensures reliable and satisfying gift delivery for our customers.
- **Support Local and International Gifting Needs:** We enable both local and international customers to send thoughtful gifts to their loved ones in Pakistan with ease.

Market Potential

- The demand for personalized and meaningful gifts are growing, especially in major cities like **Lahore, Karachi, and Islamabad**. This trend is also being seen among expatriates who want to send gifts to their families in Pakistan.
- Gifting plays a major role in Pakistani culture, especially during occasions like festivals, birthdays, and weddings. This makes the gifting market in Pakistan a huge opportunity for *GiftWithDelight*.