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Group 13: Florist Fusion

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1.0 INTRODUCTION

In today's fast-paced digital landscape, small floral businesses face unique challenges in maintaining a competitive edge while preserving the artistry and personal touch that define their services. Our project, "Florist Fusion," aims to address these challenges by developing an innovative platform that enables florists to offer personalized bouquet customization and manage their operations efficiently. By providing advanced tools and an intuitive interface, we seek to empower small businesses to expand their digital presence, streamline order management, and enhance customer engagement. Through this platform, florists can focus on their craft while reaching a broader audience and adapting to the demands of the modern marketplace.

1.1 Project Idea

A dynamic platform designed to support small floral businesses by offering advanced bouquet customization features. Our project aims to create a seamless and engaging experience for both vendors and customers, allowing for the creation of personalized flower arrangements that cater to individual tastes and occasions. Small business owners will benefit from a robust set of tools that streamline the design process, manage orders efficiently, and enhance their customer service capabilities.

The platform is crafted to empower small floral businesses by equipping them with the tools needed to thrive in the digital age. By offering an intuitive and accessible interface, we aim to simplify the process for independent florists, allowing them to concentrate on their artistry and customer connections. Our mission is to create a dynamic environment where small floral businesses can flourish, drive innovation, and strengthen customer relationships, all while maintaining the unique personal touch and creative flair that distinguishes them in the floral industry.

2.0 OBJECTIVES & PROBLEM STATEMENT

2.1 Objectives

This project has been proposed to achieve the following objectives:

OBJECTIVE 1: Equip small floral businesses with advanced tools and features to streamline operations and customize bouquets, thereby supporting their growth and encouraging creative innovation within the industry.

OBJECTIVE 2: Provide an intuitive and user-friendly interface that simplifies online processes for independent florists, enabling them to efficiently manage their business and expand their digital presence without technical barriers.

OBJECTIVE 3: Equip small floral businesses with a comprehensive suite of tools and resources to effectively compete in the digital marketplace, allowing them to focus on their craft and artistic expression while reaching a wider audience.

2.2 Problem Statement

While handling a small business, shop owners may come across multiple challenges especially when handling a physical store. For example, the shop owner may struggle to handle a sudden influx of customers during peak times. Other than that, the shop owner may lose potential customers since a small starting business usually has little to no reputation. Finally, physical shops have fixed operating hours which could also lead to the loss of potential customers.

With this, we proposed a solution to make a website to help the shop owners deal with the challenges they may face. This is because a website is more scalable and can accommodate high website traffic without the risk of overcrowding which may help to reduce any chance of sudden influx of

customers. Furthermore, a website could attract new customers from different places, even those who may not have access to physical stores. Finally, unlike physical stores with fixed operating hours, websites are available 24/7 so customers can make an order anytime they want.

3.0 RESEARCH ON SIMILAR TOOLS

3.1 Flower Chimp

[Flower Chimp is a popular online florist in Malaysia, known for its wide range of flower arrangements and gifts.](#)

3.1.1 Features and Services

Wide Range of Products:

- **Flower Bouquets:** They offer a variety of bouquets for different occasions such as birthdays, anniversaries, romantic events, and more.
- **Gifts:** Besides flowers, they also provide cakes, chocolates, fruit baskets, and personalized gifts.
- **Special Collections:** Seasonal collections like mooncakes for the Mid-Autumn Festival and festive balloons.

Delivery Services:

- **Same day Delivery:** Available for orders placed before 5 PM in Klang Valley and before 2:30 PM for nationwide delivery.
- **Nationwide Coverage:** They deliver to major cities across Malaysia, including Kuala Lumpur, Penang, Johor Bahru, and more.

Customization Options:

- **Personalized Gifts:** Unique items crafted with a personal touch.
- **Time Slot Selection:** Customers can choose the best time slot for delivery to ensure the recipient gets fresh flowers.

Quality Assurance:

- **Fresh Flowers:** Guaranteed freshness with arrangements made by top-rated local florists.
- **Experienced Florists:** The florists have decades of experience, ensuring high-quality arrangements.

3.1.2 Website Design

User-Friendly Interface:

- **Easy Navigation:** The website is designed for easy browsing with clear categories and a search function.
- **Responsive Design:** It works well on both desktop and mobile devices.

Visual Appeal:

- **High-Quality Images:** Each product is showcased with high-quality images, making it easy for customers to see what they are ordering.
- **Clean Layout:** The design is clean and modern, with a focus on visuals and easy readability.

Informative Content:

- **Blogs and Guides:** The website features a blog with articles on flower care, decoration ideas, and more.
- **Detailed Product Descriptions:** Each product comes with a detailed description, including pricing and available options.

3.2 Flowers by Flourish

[Flowers by Flourish offers a variety of features and services centred around flower bouquets and subscriptions.](#)

3.2.1 Features and Services

Bouquet Builder:

- **Customization:** Users can build their own bouquet by selecting individual flowers and the number of stems. You can choose from 2 to 5 flower combinations.
- **Variety:** Options include a wide range of flowers such as Calla Lilies, Arum Lilies, Antirrhinum, and more.
- **Personal Messages:** We can add a personalized message to our bouquet, such as a birthday or romantic message.

Flower Subscriptions:

- **Regular Deliveries:** Offers subscriptions for regular flower deliveries to homes or offices.
- **Seasonal Selections:** Subscriptions can include seasonal flowers, ensuring fresh and timely arrangements.

Nationwide Delivery:

- **Royal Mail:** The website uses Royal Mail for nationwide delivery, with tracking provided via email or text.
- **Delivery Guidelines:** Orders placed after 5 pm are processed the next working day, and it is recommended to select delivery the day before a special occasion.

Additional Services:

- **Flower Substitutions:** In case of last-minute orders, some products may be substituted with similar flowers of equivalent value.
- **Discount Terms and Cancellation Policy:** Clear guidelines on discounts and cancellations are provided.

Website Design

- **User-Friendly Interface:** The website is designed to be easy to navigate, with clear sections for different services like bouquet building, subscriptions, and delivery information.

- **Visual Appeal:** High-quality images of flowers and bouquets are prominently displayed, making it visually appealing and engaging.
- **Responsive Design:** The site is optimized for both desktop and mobile use, ensuring a seamless experience across devices.
- **Informative Sections:** Detailed information about each flower, including price ranges and options, is available, helping users make informed choices.

4.0 Proposed Features

Customizable Flower Arrangement Options: The proposed customization feature allows users to select the size of their arrangement, offering three options: Classic (small), Large (medium), and Luxe (large). The Classic size can hold up to three flowers, the large option accommodates five flowers, and the Luxe option can include 10 flowers. For each size, users have the flexibility to choose the specific types of flowers they want to include, giving them complete control over the aesthetic and style of their arrangement. This feature enhances personalization, ensuring each bouquet is tailored to individual preferences.

Product Catalog with Categories: To enhance user experience and simplify navigation, the website will feature a comprehensive product catalogue organized into categories. Customers will be able to browse specific sections tailored to various occasions, such as Birthdays, Anniversaries, Weddings, and Sympathy, ensuring they can quickly find the perfect floral arrangements without sifting through unrelated products. Additionally, the catalogue will offer advanced filtering options, allowing users to sort products by flower type, price range, bouquet size, and colour scheme. This personalized search functionality will help customers easily locate what they need, providing a smoother and more intuitive shopping experience.

Personalized Messages and Greeting Cards: Another key feature of the website will be the option for customers to include personalized messages and greeting cards with their flower orders. This feature will allow users to add custom text to their bouquet deliveries, adding a personal and meaningful touch to their gifts. To further enhance this experience, the website will offer a variety of greeting card designs, tailored to a specific occasion such as birthdays, anniversaries, and condolences. This not only increases the emotional impact of the gift but also allows customers to express their sentiments more effectively, enriching the overall customer experience.

Flower Care Tips and Blog Section: The website will also include a dedicated Flower Care Tips and Blog Section aimed at engaging and educating customers. This section will provide valuable insights on how to care for several types of flowers, ensuring their longevity. In addition, blog posts will cover topics like seasonal trends, the symbolic meanings of different flowers, and DIY flower arrangement tutorials. By offering this educational content, the website will foster a deeper connection with its audience, positioning the brand as a trusted source of knowledge in the floral industry. This approach will also encourage repeat visits, fostering customer loyalty and long-term engagement.

Customer Reviews and Testimonials: To build trust and credibility, the website will incorporate a Customer Reviews and Testimonials feature. Each product page will display reviews from previous buyers, enabling potential customers to make informed decisions based on the experiences of others. A dedicated testimonial section will highlight customer feedback from larger events, such as weddings or corporate functions, showcasing the shop's expertise and quality. This feature will not only enhance the website's credibility but also encourage new visitors to make purchases with confidence, knowing that other customers have had positive experiences.