

Project Design Phase-I

Proposed Solution

Date	3 November 2023
Team ID	NM2023TMID04230
Project Name	How To Create Brand Name, Brand Mail And Brand Logo In Canva

Proposed Solution:

S. No.	Parameter	Description
1.	Problem Statement (Problem to be solved)	The problem at hand is the limited access to high-quality seeds and plants for gardening and landscaping enthusiasts. Customers often find it challenging to source diverse, healthy, and expertly chosen seeds and plants for their projects. This results in frustration, subpar gardening outcomes, and limited options for those passionate about cultivating green spaces.
2.	Idea / Solution description	Our solution is to establish Sapling Shop as the go-to destination for a wide range of premium seeds and plants. We're not just offering the products; we're providing expert guidance and support to our customers. Our team of horticulturists and plant specialists ensures that every product we offer is carefully chosen and cared for. We aim to be a one-stop shop for everything gardening and landscaping.

3.	Novelty / Uniqueness	What sets Sapling Shop apart is the comprehensive selection and the expertise we provide. We carefully curate our offerings, ensuring that they are of the highest quality. Our commitment to customer education and support is another unique aspect of our brand. We empower our customers to make informed decisions and achieve successful gardening outcomes
4.	Social Impact / Customer Satisfaction	The social impact is twofold. First, we're contributing to the greening of our communities by helping individuals cultivate and maintain green spaces. Second, we're enhancing customer satisfaction by enabling them to create thriving gardens and landscapes. By offering expert guidance, premium products, and ongoing support, we ensure that our customers' gardening projects are successful and fulfilling.
5.	Business Model (Revenue Model)	Our revenue model is built on a dual approach. We generate income through the sale of seeds and plants via our e-commerce platform. Additionally, we offer plant care services, including consultations, maintenance, and landscaping design, which provides an additional revenue stream. This diversified approach ensures sustainability and growth for our brand.
6.	Scalability of the Solution	We're committed to expanding the reach and impact of Sapling Shop. Our scalability strategy includes the expansion of our product offerings, enhancing our online presence, forming partnerships with local nurseries and landscapers, and exploring the potential for physical store locations. This multi-pronged approach ensures that we can meet the growing demand for premium

		seeds, plants, and gardening services, allowing us to serve a broader customer base while maintaining the high quality and expertise that define our brand. Our vision is not just to address a problem but to create a movement toward more successful and fulfilling gardening and landscaping experiences for all. We aim to be at the forefront of a greener and more beautiful future.
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