Project Summary Template

This document is intended to provide a summary understanding of the high-level vision of your project goals.

Company Name/ Team Name	Rose - Flower Delivery App
Company Address	(if applicable)
Company Website	(if applicable)
Telephone	(if applicable)
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Telephone	
Project Title	Rose - Canada's Flower & Botanic Delivery Platform
Project Description	**About the company:** Rose aims to revolutionize the flower and botanic industry in Canada by offering an all-in-one platform for flower and botanical stores to deliver their products to customers. The platform provides seamless integration for both online orders and in-store pickups. **About the project:** The project focuses on building a mobile application that allows customers to browse, order, and have flowers and plants delivered from local flower and botanic shops. Our goal is to provide a convenient and reliable service that enhances customer experiences while expanding the local market reach of florists and flower stores.
Problem/ Opportunity Assessment *	*Please describe current state problem/opportunity that describes the nature and extent of the problem (factual, quantified, concise), or that outlines a chance for advancement or progress.*

	1.	There is currently no well-known, unified platform in Canada dedicated exclusively to flower and botanical delivery. Most flower shops operate independently and lack the resources or technology to offer delivery and pickup options through a digital platform, limiting their reach and convenience for customers.
	2.	Despite the flower market being one of the largest marketplaces in Canada, many stores do not have an app or even a website to facilitate online orders. This lack of digital presence means that even regular stores, which can make hundreds of dollars without an app, are missing out on significant revenue opportunities that an online platform could provide.
	3.	Customers find it difficult to check prices online or place orders conveniently, leading to a less satisfying shopping experience and potentially reducing sales for flower shops. The absence of a centralized platform also means that customers outside of

	4.	Canada have limited options to order flowers for their loved ones within the country, restricting the market for local stores to expand internationally. The lack of digital infrastructure in the floral industry results in potential revenue losses for flower and botanical shops, as they cannot tap into the growing demand for online shopping and last-minute delivery services. There is an economic opportunity to generate extra income for delivery personnel, which could help reduce unemployment by creating new job opportunities within the gig economy.
	5.	With the increasing trend of eco-friendly purchases, more people are buying plants and flowers, presenting an opportunity to increase sales for plant and flower shops through an accessible online platform.
	6.	Consumers increasingly prefer the convenience of shopping online, especially for time-sensitive needs like last-minute flower delivery. The current market does not adequately meet this demand, leading to customer dissatisfaction and lost sales.
	7.	Local florists face stiff competition from larger retailers that have established online platforms, making it difficult for small businesses to compete and reach a wider audience without a unified digital solution.
	8.	The absence of an integrated platform limits the ability of flower shops to offer personalized services, promotions, and customer engagement features that can enhance customer loyalty and repeat business.
	9.	There is a growing demand for remote ordering capabilities, allowing people outside of Canada to send flowers to friends and family within the country, which is currently not sufficiently addressed.
	10.	The fragmented nature of the industry prevents the aggregation of customer data, making it challenging for businesses to analyze trends and tailor their offerings to consumer preferences.
	11.	The lack of a standardized delivery system results in inconsistent service quality and delivery times, affecting customer satisfaction and trust in local flower shops.
	12.	Flower shops without an online presence miss out on the benefits of digital marketing, limiting their ability to attract new customers and retain existing ones through online engagement.
	13.	In the current state, customers have to manually search for individual flower shops, which is time-consuming and may lead them to opt for alternative gifts or services.
	14.	The opportunity exists to modernize the flower and botanical industry in Canada by integrating technology that streamlines operations, improves customer experience, and drives business growth for local florists.
Desired Project Outcomes/ Requirements*	*Define how this project shall address a business need, e.g. the business problem or opportunity described above; describe what the beneficiary must be able to do / receive from the solution*	
	1.	Provide a platform that enables remote ordering, allowing people from outside

		Canada to order flowers for their children, friends, or loved ones within the country. This feature will help local Canadian stores tap into an international market, bringing in extra income and expanding their customer base beyond domestic boundaries.
	2.	Address the lack of digital infrastructure among flower and botanical shops in Canada by creating an accessible platform that offers delivery and pickup capabilities. This will help these shops overcome potential revenue losses due to their current inability to offer online services and make it easier for customers to check prices and place orders online.
	3.	Meet the market demand for convenience by offering an online shopping platform that caters to consumers who prefer to shop online, especially for last-minute flower deliveries. The platform will provide a reliable and efficient service that enhances customer experience and satisfaction.
	4.	Facilitate an efficient and user-friendly mobile application that allows customers to browse, order, and have flowers and plants delivered from local flower and botanical shops, enhancing the overall customer experience and simplifying the purchasing process.
	5.	Support local florists and botanical stores by expanding their market reach, enabling them to compete with larger retailers that have established online platforms. This increased visibility can lead to higher sales and growth opportunities for small businesses.
	6.	Generate additional income opportunities for delivery personnel, thereby reducing unemployment and contributing positively to the local economy. The platform creates a gig economy framework within the floral industry, providing flexible work options.
	7.	Provide features for personalized services, promotions, and customer engagement to enhance customer loyalty and encourage repeat business. By offering tailored recommendations and rewards, the platform can foster stronger relationships between customers and local businesses.
	8.	Enable the aggregation of customer data to help businesses analyze trends, understand customer preferences, and tailor their offerings accordingly. Access to analytics empowers store owners to make informed decisions and strategize effectively.
	9.	Offer an accessible platform that modernizes the flower and botanical industry in Canada by integrating technology that streamlines operations, reduces manual processes, and drives business growth for local florists. Modernization positions the industry to adapt to changing consumer behaviors and technological advancements.
	10.	Facilitate international market expansion by enabling customers outside of Canada to easily purchase and send flowers to recipients within the country. This global reach can significantly increase sales for local stores.
	11.	Enhance the customer experience by integrating features such as personalized messages, gift wrapping options, and the ability to schedule deliveries for

		specific dates and times. These features add value and convenience for users.
	13.	Offer multilingual support to cater to Canada's diverse population, improving accessibility and user experience for non-English speakers. Multilingual capabilities can expand the customer base and ensure inclusivity.
	14.	Integrate social media sharing features, allowing customers to share their purchases or favorite products on platforms like Facebook and Instagram. This not only enhances user engagement but also serves as free marketing for the participating stores.
	15.	Implement a loyalty or rewards program to encourage repeat business, where customers can earn points for purchases that can be redeemed for discounts or special offers. Loyalty programs can increase customer retention and lifetime value.
	16.	Create opportunities for cross-promotion and partnerships between local businesses, fostering a collaborative environment that can lead to increased sales and community support.
Key Deliverables to be produced by students*	*Define the boundaries of work that you expect to receive from the students effort (vs. internal effort)*	
	1.	We will develop multiple user-friendly mobile Android applications specifically designed for customers, delivery personnel, and store owners, ensuring each user group has a seamless and tailored experience. Separate apps for the client side, delivery side, and store side will address the unique functionalities and requirements of each stakeholder within the platform.
	2.	An algorithm will be created to match delivery personnel with customer orders in real time when a customer places an order with a store, optimizing the delivery process and enhancing operational efficiency. This real-time matching system will facilitate timely deliveries and improve overall customer satisfaction.
	3.	Additionally, we plan to develop a website to allow customers to place orders online, expanding accessibility beyond the mobile applications. However, the website development may not be completed during the second semester due to project scope and time constraints.
	4.	By focusing on these deliverables, we aim to build a comprehensive platform that bridges the gap between customers, local florists, and delivery personnel, thereby revolutionizing the flower and botanical industry in Canada.
	5.	An important deliverable is integrating a secure third-party payment system into the platform, ensuring safe and reliable processing of all financial transactions.

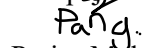|		
Desired Start Date	September 16, 2024	
Desired End Date	April 16, 2025	
Attachments	*List attachments that support project description*	
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	2	

Signatures:

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