

HOKKAIDO – A to Z Master Plan & Algorithm

This document outlines the complete strategic framework for building and operating HOKKAIDO as a premium, emotion-driven bouquet brand. This is a system-based guide, not motivational advice.

A – Attitude: Think premium brand, not flower shop.

B – Brand Core: Emotion, restraint, consistency.

C – Customer: Emotion-driven gift buyers.

D – Design System: Minimal colors, serif fonts, white space.

E – Experience: Calm journey from order to delivery.

F – Focus Products: Limited, meaningful collections.

G – Growth Model: Repeat customers over discounts.

H – Human Connection: Real people, real emotions.

I – Instagram: Mood board, not sales board.

J – Journey: Discovery → Emotion → Memory → Repeat.

K – Know Numbers: Track quietly, weekly.

L – Limitation: Scarcity builds value.

M – Mother Strategy: Emotional anchor of the brand.

N – Noise Control: Avoid loud marketing.

O – Operations: Standardize quality.

P – Pricing Psychology: Bundle, don't discount.

Q – Quality Check: Deliver only what you'd gift.

R – Repeat Mechanism: Occasion reminders.

S – Storytelling: Soft, short, emotional.

T – Team Thinking: Care over speed.

U – Upsell: Tasteful add-ons only.

V – Visual Consistency: Same mood everywhere.

W – Website Role: Peaceful, simple, 24/7 sales.

X – X-Factor: Calm luxury in a loud market.

Y – Yearly Rhythm: Same occasions, refined yearly.

Z – Zen Rule: Slow growth, strong foundation.

Core Algorithm: Emotion + Restraint + Consistency = Premium Brand