



COMSATS University, Islamabad Pakistan

DEPARTMENT OF COMPUTER SCIENCE

Fundamentals of Marketing

Project Report

Submitted By:

Warda Irfan SP23-BSE-054

Areej Iman SP23-BSE-007

Submitted To:

Sir Khurram Iqbal

Submission Date:

25th December, 2024

Bachelor of Science in Computer Science (2023 –2027)

Table of Contents

Contents

Brand Name: Blissful Aroma.....	1
1. Introduction.....	1
2. Business Model.....	4
3. System Study	6
4. Business Support.....	8
5. Digital Marketing Plan.....	9
6. Website Design	23
7. Future Enhancements.....	35
Conclusion	35

Brand Name: Blissful Aroma



1. Introduction

Blissful Aroma specializes in custom-made, organic candles and complementary products, focusing on delivering high-quality and refined items that enhance the elegance of homes. Our vision is to provide customers with a luxurious experience by offering personalized packaging and a range of premium, customizable options.

a. Existing System/ Background

The candle industry has seen significant growth in recent years, driven by increasing demand for home decor, aromatherapy, and gifting. Competitors such as Flicker and Flame, Scentsational Candles, and Lahore Candle Company have established strong brand identities, primarily focusing on limited standard designs and fragrances.

b. Drawbacks in Existing Systems

Flicker and Flame

1. Limited Customization: May not offer fully customizable options for scent or packaging.
2. Higher Prices: Premium pricing might deter budget-conscious customers.
3. Availability: Limited to specific regions, reducing accessibility.

Scentsational Candles

1. Generic Offerings: Standard designs and scents may lack uniqueness.
2. Ingredient Transparency: May not prioritize eco-friendly or organic materials.
3. Mass Production: Lack of handcrafted or artisanal appeal.

The Candle Company

1. Limited Product Range: Fewer complementary items, such as care kits or accessories.
2. Niche Appeal: Focused on local aesthetics, which might not cater to diverse tastes.
3. Distribution Challenges: Limited online presence or delivery options.

c. Proposed System

Blissful Aroma elevates candle shopping with fully customizable options for scents, designs, and packaging, ensuring every product feels personal. We use organic, high-quality ingredients to create eco-friendly, luxurious candles. Along with our candles, we offer complimentary items like care kits and decorative trays to complete your experience. Our focus is on sustainability and personalization, delivering a premium shopping journey tailored to your preferences.

d. Benefits of Proposed System

- Increased customer satisfaction through personalized offerings.
- Improved brand differentiation by emphasizing organic and high-quality products.
- Enhanced customer experience with complementary products and thoughtful packaging.
- A strong competitive advantage in the premium candle market.

e. Business details (URL, Facebook page etc.)

Website URL: <https://blissful-aroma.great-site.net/>

Facebook Page: [BlissfulAroma_facebookpage](#)

Instagram: [BlissfulAroma_Instapage](#)

Pinterest: [Blissful Aroma Pinterestpage](#)

f. Products/Services offered

Custom-Made Organic Candles

Blissful Aroma offers custom-made candles crafted with 100% organic and eco-friendly ingredients, ensuring a clean burn and a healthier home environment. Customers can choose from personalized packaging options, making each candle uniquely theirs—perfect for gifts or personal use.

Complementary Accessories

The collection extends to complementary items like elegant candle holders, functional snuffers, decorative trays, and indulgent body care products, designed to enhance the overall candle experience.

Specialty Candle Collection

Our range of specialty candles includes Travel Tins for on-the-go ambiance, Wood Wick candles with a soothing crackle, Seasonal themes to match festivities, luxurious Massage Oil candles for relaxation, and Ceramics that combine artistry and function.

g. Customer personas:

i. Target Audience:


Age Group: Blissful Aroma primarily caters to individuals aged 18 to 35 years, a dynamic group with a taste for creativity and individuality.

Demographics: Our candles and accessories appeal to urban residents, including college students, fashion-forward individuals, and young professionals, who value unique, high-quality products that enhance their lifestyle.


Geography: We are focusing on Pakistan as our initial market, with ambitious plans to expand our reach globally in the near future.

Interests: Our target audience shares a passion for art, fashion, city life, and comfort, appreciating products that seamlessly blend style, functionality, and sustainability.


Persona 1 - The Home Decor Enthusiast

Who		Goal(s)	Barrier(s)
	Name: Sarah Age: 28 Occupation: Interior Designer	1. Enhance home aesthetics with elegant candles 2. Source unique decor items for interior design projects.	1. Difficulty finding eco-friendly, elegant candles. 2. Limited availability of customizable options.


Persona 2 - The Gifter

Who		Goal(s)	Barrier(s)
	Name: Ali Age: 40 Occupation: Corporate Manager	1. Find thoughtful, unique gifts for family and colleagues. 2. Ensure the gifts are high-quality and memorable.	1. Limited options for personalized gifting. 2. Overpriced luxury items with little added value.


Persona 3 - The Luxury Aficionado

Who		Goal(s)	Barrier(s)
	Name: Zainab Age: 18 Occupation: Lifestyle Blogger	1. Curate visually appealing, luxurious items for her social media content. 2. Collaborate with premium brands to maintain her luxury influencer image.	1. Generic branding that doesn't align with her luxury aesthetic. 2. Concerns about delivery times for customized orders.

Persona 4 - The Eco-Conscious Shopper

Who		Goal(s)	Barrier(s)
	Name: Maria Age: 24 Occupation: University Student	1. Support sustainable brands that align with her values. 2. Purchase affordable, eco-friendly candles for daily use.	1. Overpriced eco-friendly products. 2. Lack of trust in brands' sustainability claims.

Persona 5 - The Aromatherapy Enthusiast

Who		Goal(s)	Barrier(s)
	Name: Sana Age: 40 Occupation: Therapist/Wellness Coach	1. Integrate candles into her daily self-care and relaxation routine. 2. Find organic and therapeutic-grade candles for her practice.	1. Overwhelming number of options, making it hard to choose the best product. 2. Concern about synthetic ingredients in many marketed "organic" candles.

2. Business Model

a. Business model applied

Blissful Aroma operates as an e-tailer within the e-commerce domain, adopting a Business-to-Consumer (B2C) model. This approach involves selling high-quality, custom-made aromatic products directly to individual customers through an online platform.

b. Business model elements with respect to the business

- i. **Value proposition:** The main service of our company is to provide customizable scented candles in various forms like diffuser, massage oil and home décor, alongside complementary products like candle holders, snuffers and care kits. Our candles are handmade, organic and always matching the aesthetics and aura of our customers.
- ii. **Revenue model:** Sales Revenue Model and Advertisement.
- iii. **Market opportunity:** The demand for wellness products and home decor is rapidly increasing, creating a significant market opportunity. Blissful Aroma aims to target customers seeking premium, customizable, and sustainable aromatic products while tapping into the broader wellness and lifestyle market.

- iv. **Competitive Environment (ISA):** Blissful Aroma competes with brands like Flicker and Flame, Scentsational Candles, and The Candle Company. These competitors offer a variety of scented products but lack the level of customization and focus on organic, handmade candles that Blissful Aroma provides
- v. **Competitive Advantage:** We custom-make organic candles with personalized packaging, along with other related products to improve customer experience by offering more choices. Competing with brands like Flicker and Flame, Scentsational Candles, and The Candle Company, we aim to stand out by providing products made of high-quality ingredients that include customized options with emphasis on design to provide luxurious aura.
- vi. **Market Strategy:**
 - 1. **Customer Retention:** Building a loyal customer base is crucial for Blissful Aroma's long-term growth. Personalized interactions create a strong connection with customers and encourage repeat purchases.
 - o *Discounts:* Offer 10% off for returning customers.
 - o *Personalized Emails:* Send thank-you messages and care tips post-purchase.
 - o *Loyalty Program:* Reward points for purchases and referrals, redeemable for discounts.
 - 2. **Customization:** Customization is Blissful Aroma's core strength, making its products unique and tailored to individual preferences.
 - o *Design Feature:* Allow customers to choose scents, colors, shape, and size via a "Customize a Candle" page on the website.
 - o *Marketing Focus:* Highlight customization in ads and use testimonials to showcase unique designs.
 - 3. **Pricing Strategies:** Strategic pricing enhances value perception and encourages larger purchases.
 - o *Dynamic Pricing:* Adjust rates during holidays like Christmas and Valentine's Day.
 - o *Bundles:* Combine candles with care kits or diffusers at discounted prices.
 - o *Tiered Options:* Offer base and premium candles with enhanced customization features.
- c. **Benefits of e-commerce with respect to your business (unique features)**
 - i. **Global Reach:** Blissful Aroma serves both local and international customers, making its premium, handmade candles accessible to a wide audience.
 - ii. **Customization:** Customers can personalize scents, designs, and packaging, with options for unique gift sets and messages tailored to special occasions.
 - iii. **Customer Engagement:** Direct interaction through preference polls, feedback, and personalized marketing fosters loyalty and ensures customer needs are met.
 - iv. **Cost Efficiency:** Operating online reduces overhead costs, allowing Blissful Aroma to offer discounts like 15% for new customers while maintaining high product quality.
 - v. **Marketing Innovation:** Social media campaigns, influencer partnerships, and serene product imagery build brand awareness and drive sales.

- vi. **Seamless Experience:** A user-friendly website with secure payments and clear navigation ensures smooth customization and purchase processes.

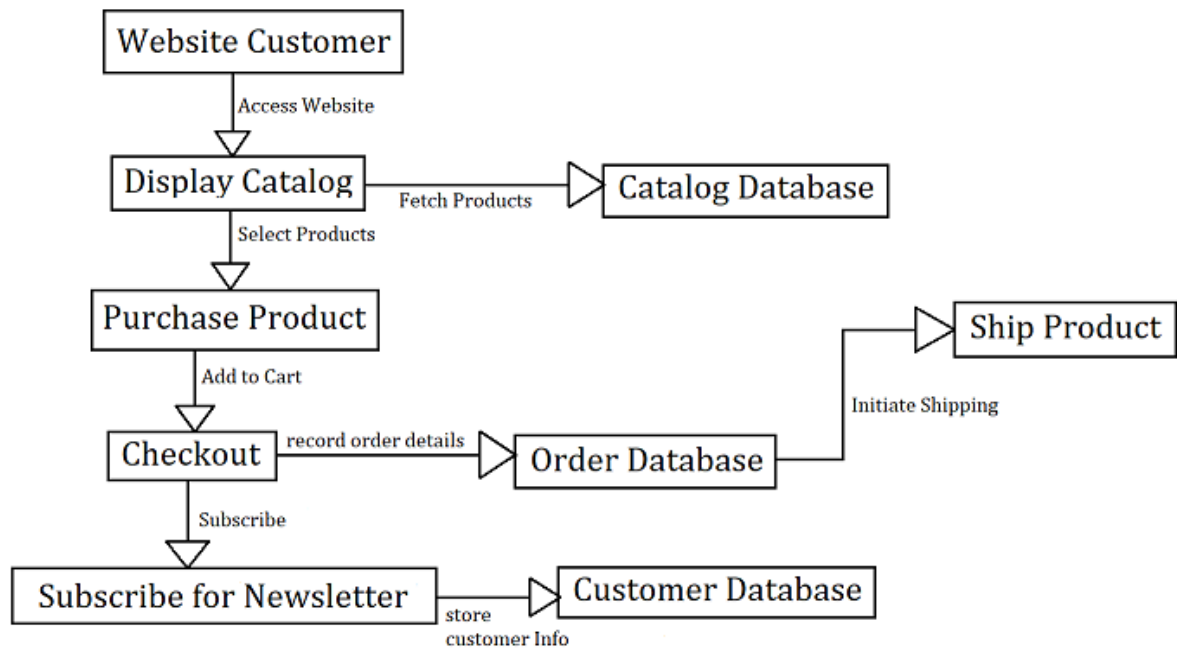
3. System Study

a. System Analysis

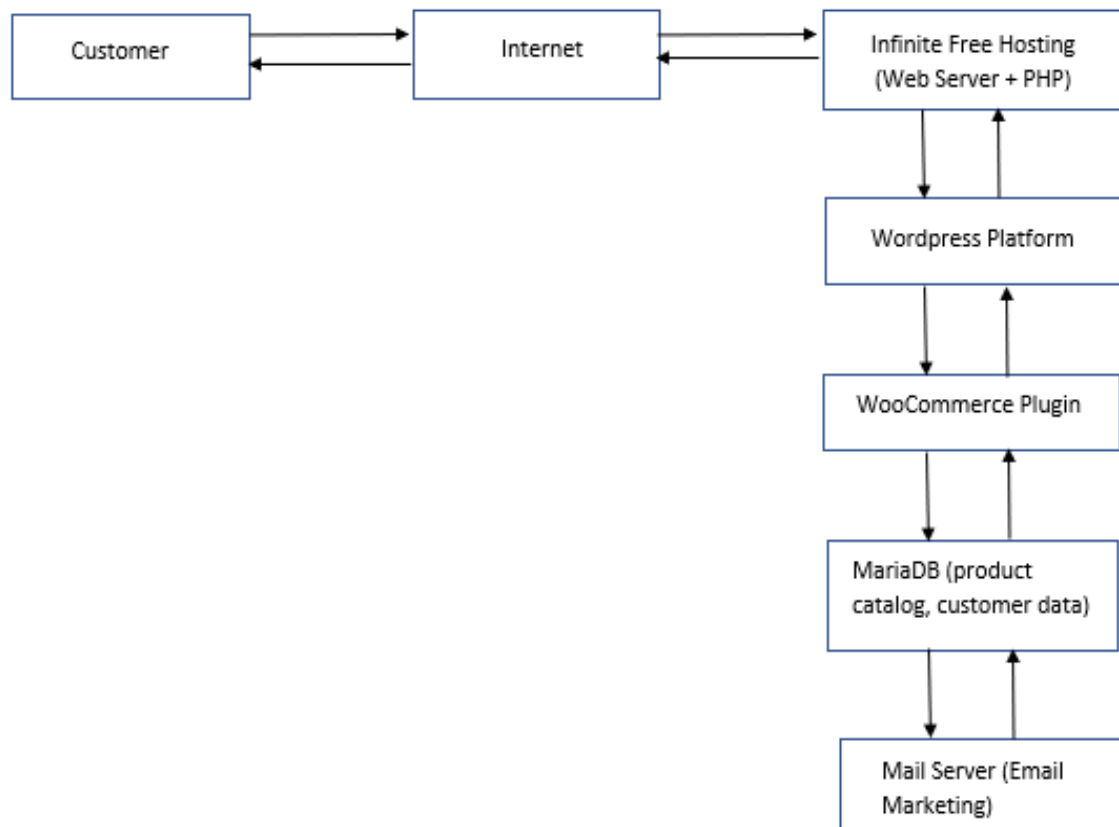
Business objectives	System functionality	Information Requirement
E-commerce platform	WordPress, Woo Commerce	Product details, Customer data and Payment data (transaction ID, status).
Friendly User Interface	Kata plus Theme	User engagement metrics, search queries, product filtering data and customer interactions
Customize Candles	WP Forms	Form asking customer preferences (selected scent, color etc.) providing options.
Tracking System	Kata Theme	Order ID, order status, product list and Shipping details (address, courier, tracking number).
Payment processing	Woo Commerce	Transaction data, customer payment details, order confirmation, refund and dispute records
Email Marketing	Kata Theme	Email list and engagement metrics.
Sales and Pricing Analysis	Woo Commerce	Holiday sales performance and pricing adjustments, Bundle sales data.
Social Media Presence	Social Media Apps	Platform analytics, user demographics and behavior, content performance metrics and follower growth trends

b. System Design

i. Logical design



ii. Physical design



4. Business Support

- a. **Product source:** (Create Products in house) All products are handmade using locally sourced, organic materials.
- b. **Product delivery:** Nationwide delivery using local delivery system TCS within 4-6 business days, Shipping includes tracking for transparency and convenience.
- c. **Exchange/ Return Policy:** Returns accepted for damaged products within 7 days; exchanges available for unused products within 14 days.
- d. **Payment type:** Supports credit/debit cards, digital wallets (PayPal, Pioneer)
- e. **Customer support (FAQs, customer call support etc.)**
 - i. **FAQs:** A comprehensive section on the website addressing common questions. You can type in your concern on the contact page, and we will give an immediate response.
 - ii. **Support Channels:**
Email support with a 24-hour response time.
Customer call support for urgent queries.
- f. **Additional facilities**
Gift-wrapping services for special occasions.
Personalized thank-you notes with every order.
Loyalty rewards program for returning customers.
Seasonal offers and customizable gift sets.

5. Digital Marketing Plan


a. Search engine marketing

Creating Ad:

Ads

Ad creation

+ New ad






Back

Next

Ad creation

+ New ad





Your ads are all set! They'll have a higher chance of performing well.

Ad strength ?
Excellent

✓ Images

✓ Videos

✓ Headlines

✓ Descriptions

Final URL ?

blissful-aroma.great-site.net/shop-2 ⚠️

Business name ?

Blissful Aroma

Preview


Share preview

Preview ads

Display

Gmail

YouTube





Activate
Go to Settings

Blissful Aroma <Project Report>




Your ads are all set! They'll have a higher chance of performing well.

Images ⓘ
Add up to 15 images [Learn more](#)



[Edit](#)

Logos ⓘ
Add up to 5 logos



[Edit](#)

Videos
Optional (portrait and landscape around 30 seconds work best)

[+ Videos](#)

Your ads are all set! They'll have a higher chance of performing well.

Headlines ⓘ
Add up to 5 headlines

Suggested headlines [More ideas](#)

i You have entered the maximum number of headlines.

Custom Candles, Just for You!

29 / 30

Blissful Aroma – Shop Now!

26 / 30

Eco-Friendly Candles & Décor!


29 / 30

Handcrafted Candles on Sale!

28 / 30

Luxury Candles, Perfect Gifts!


Display Ads:



Custom Candles, Just for You!

A musky jasmine blend in ceramic jar, filling your space with a soothing, warm fragrance.

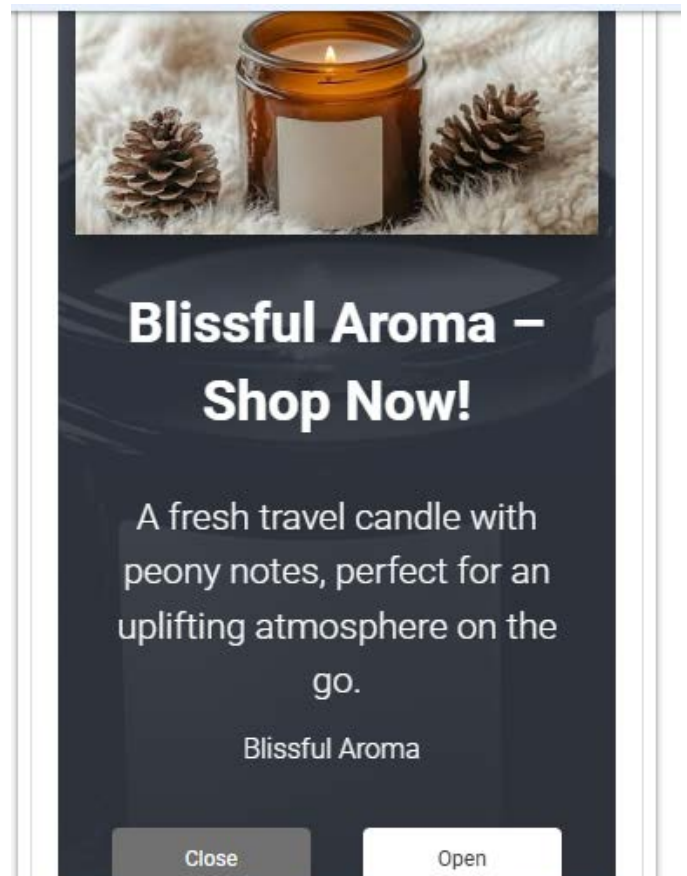
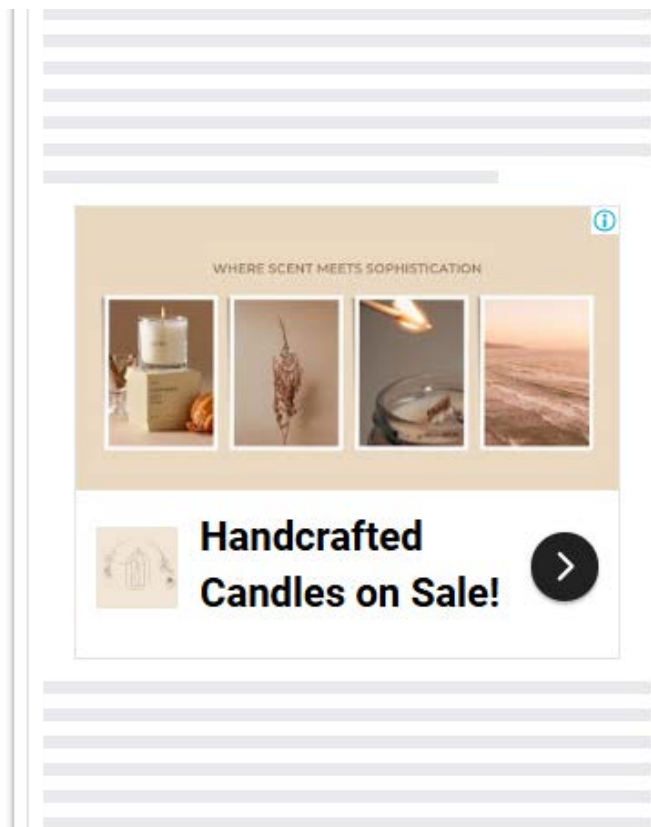
[Close](#)[Open](#)



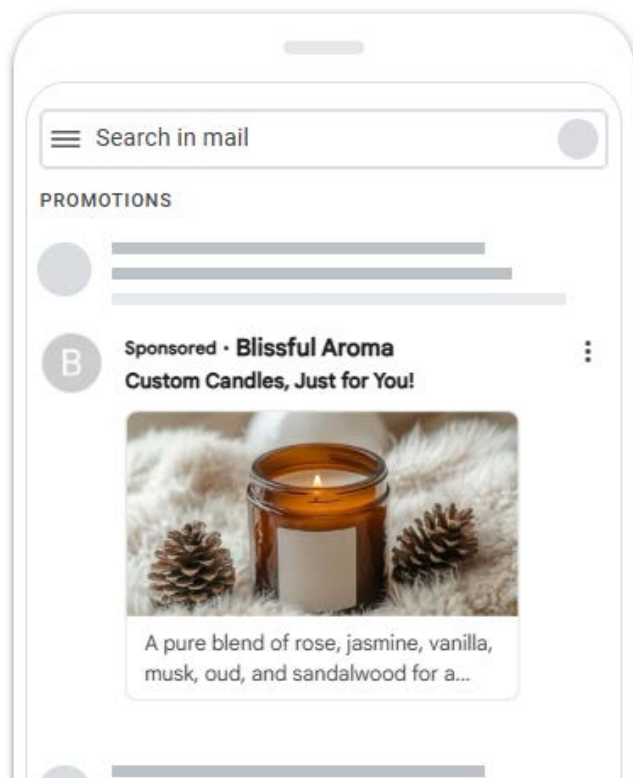
Blissful Aroma – Shop Now!

Enjoy the crackling sound of our wood wick candle, scented with warm spices and amber.

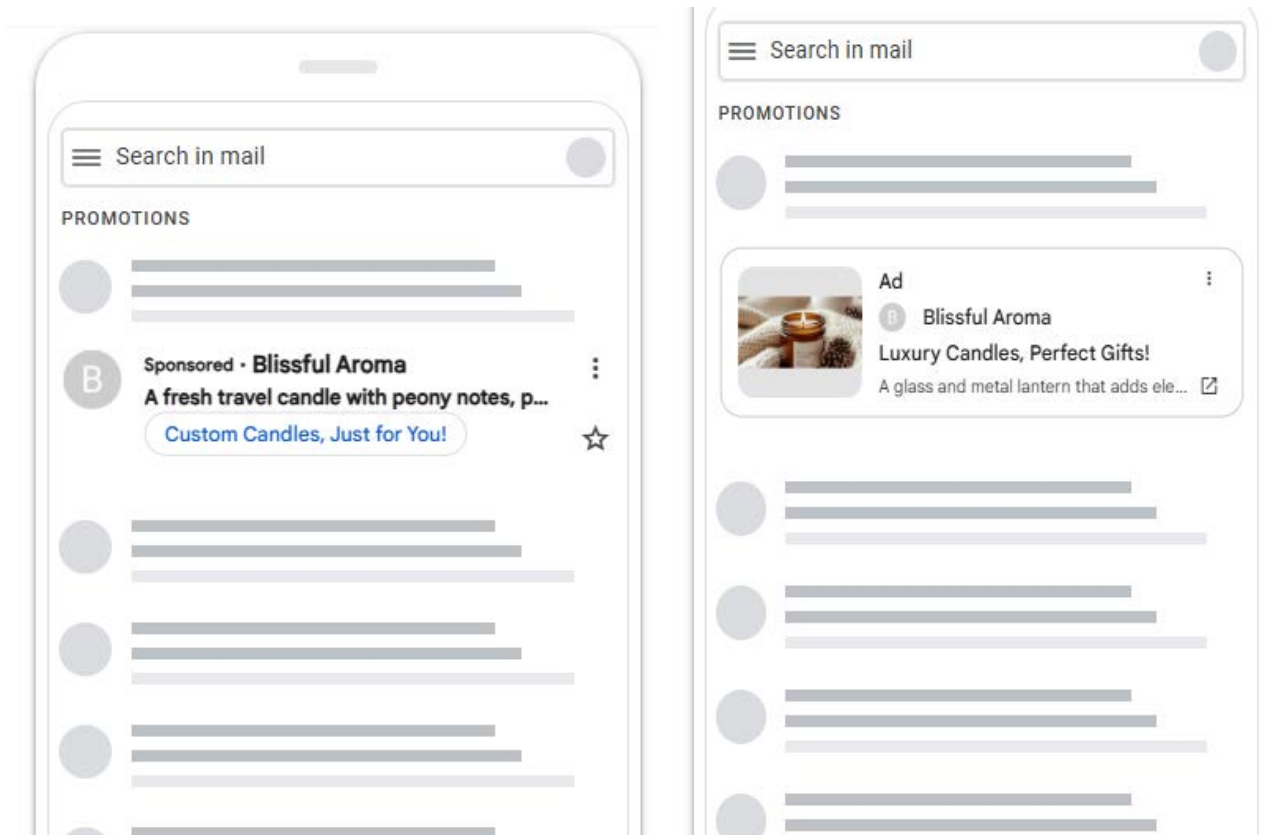
[Shop Now](#)



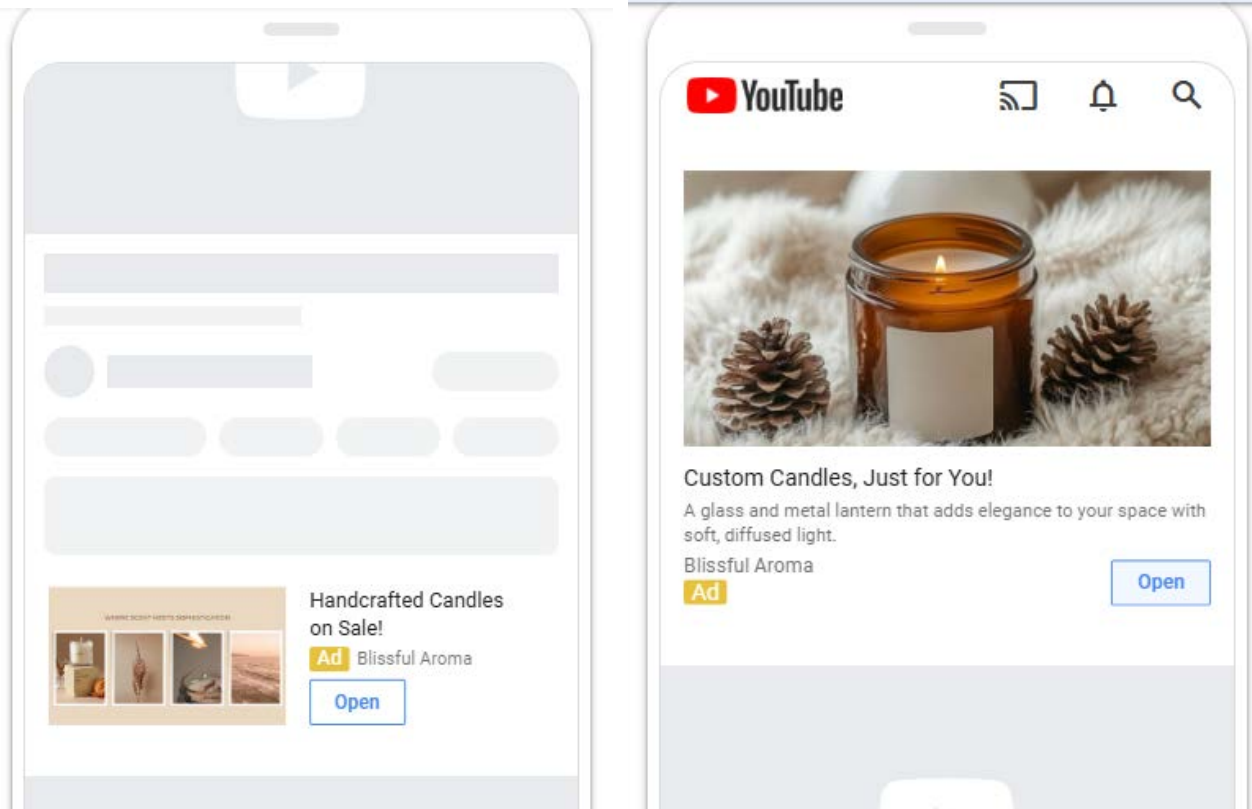
G-Mail Ads:



Blissful Aroma <Project Report>



You-tube Ads:




b. Search engine Optimization.

Blissful Aroma: Home Page

Preview as:

☒ Mobile result ☐ Desktop result

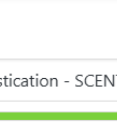


Blissful Aroma

blissful-aroma.great-site.net › home

Where Scent Meets Sophistication - SCENTED CANDLES - Blissful Aroma

Jul 2, 2022 - Discover Blissful Aroma's handcrafted luxury candles and personalized gift sets. Made with organic soy wax and natural scents.



SEO title

Use AI

Insert variable

Where Scent Meets Sophistication - SCENTED CANDLES

Page

Separator

Site title

Slug

home

Meta description

Use AI


Insert variable

Discover Blissful Aroma's handcrafted luxury candles and personalized gift sets. Made with organic soy wax and natural scents.

Blissful Aroma: Cart


Preview as:

☒ Mobile result ☐ Desktop result



Blissful Aroma

blissful-aroma.great-site.net › Cart



Buy Scented Candles - Your Cart - Blissful Aroma

Oct 19, 2024 - Review your selected items in the Blissful Aroma cart. Ready to checkout? Enjoy secure payments and fast shipping.

SEO title

Use AI

Insert variable

Buy Scented Candles - Your Cart

Separator

Site title

Slug

Cart

Meta description

Use AI

Insert variable


Review your selected items in the Blissful Aroma cart. Ready to checkout? Enjoy secure payments and fast shipping.

Blissful Aroma <Project Report>

Blissful Aroma: Customize Your Candle Page

Preview as:


☒ Mobile result ☐ Desktop result



Blissful Àroma
blissful-aroma.great-site.net › customize-you...

Customize your candle - SCENTED CANDLES - Blissful Àroma

Dec 23, 2024 - Create your perfect candle with Blissful Aroma. Customize scents, colors, sizes, and packaging to match your style or occasion.



SEO title

Use AI

Insert variable

Title

 - SCENTED CANDLES

Separator

Site title

Slug

customize-your-candle

Meta description

Use AI


Insert variable

Create your perfect candle with Blissful Aroma. Customize scents, colors, sizes, and packaging to match your style or occasion.

Blissful Aroma: About Us Page

Preview as:

☒ Mobile result ☐ Desktop result

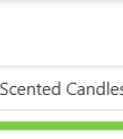


Blissful Aroma

blissful-aroma.great-site.net › about-us

About Us - Eco-Friendly Scented Candles Store - Blissful Aroma

Jul 4, 2022 - Learn about Blissful Aroma, where passion meets craftsmanship. We create handcrafted, eco-friendly candles and personalized gifts



SEO title

Use AI

Insert variable

Title

Us - Eco-Friendly Scented Candles Store

Page

Separator

Site title

Slug

about-us

Meta description

Use AI

Insert variable


Learn about Blissful Aroma, where passion meets craftsmanship. We create handcrafted, eco-friendly candles and personalized gifts

Blissful Aroma <Project Report>

Blissful Aroma: Shop Page

Preview as:

☒ Mobile result ☐ Desktop result

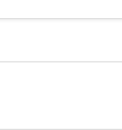


Blissful Aroma

blissful-aroma.great-site.net › SHOP

Buy eco-friendly Scented Candles - SHOP - Blissful Aroma

Nov 19, 2023 - Explore Blissful Aroma's shop for handcrafted luxury candles, personalized gift sets, and eco-friendly home decor.



SEO title

Use AI

Insert variable

Buy eco-friendly Scented Candles - SHOP

Separator

Site title

Slug

SHOP

Meta description

Use AI

Insert variable


Explore Blissful Aroma's shop for handcrafted luxury candles, personalized gift sets, and eco-friendly home decor.

Product page: Peony Bloom Travel Tin Scented Candle

Preview as:

☒ Mobile result

☐ Desktop result



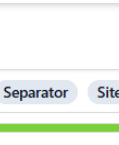
Blissful Aroma

blissful-aroma.great-site.net › product › peon...

Peony Bloom Travel Tin Scented Candle

- Blissful Aroma

Discover the soft floral notes of peony with our handcrafted travel Scented Candle. Made from organic soy wax and natural oils.



SEO title

Use AI

Insert variable

Title

Scented Candle

Separator

Site title

Slug

peony-bloom-travel-tin

Meta description

Use AI

Insert variable


Discover the soft floral notes of peony with our handcrafted travel Scented Candle. Made from organic soy wax and natural oils.

Product page: Blossom Charm – Lilac & Honeysuckle

Preview as:

☒ Mobile result

☐ Desktop result




Blissful Àroma

blissful-aroma.great-site.net › product › bloss...

Blossom Charm – Lilac & Honeysuckle Scented Candles - Blissful Àroma

Experience the sweet charm of lilac and honeysuckle with our handcrafted candle. Made from 100% organic soy wax and natural oil.



SEO title

Use AI

Insert variable

Blossom Charm – Lilac & Honeysuckle Scented Candles

Separator

Site title

Slug

blossom-charm-lilac-honeysuckle

Meta description

Use AI


Insert variable

Experience the sweet charm of lilac and honeysuckle with our handcrafted candle. Made from 100% organic soy wax and natural oil.

Product page: Wood wick Crackle Ember

Preview as:

☒ Mobile result ☐ Desktop result




Blissful Aroma

blissful-aroma.great-site.net › product › wood...

Wood wick Crackle Ember Scented Candle - Blissful Aroma

Relax to the cozy crackle of our wood wick candle, scented with warm spices and amber. Handcrafted with 100% organic soy wax.



SEO title

Use AI

Insert variable

Title

Scented Candle

Separator

Site title

Slug

wood-wick-crackle-ember

Meta description

Use AI

Insert variable

Relax to the cozy crackle of our wood wick candle, scented with warm spices and amber. Handcrafted with 100% organic soy wax.


Product page: Ceramic Clay essence

SP23-BSE-007
SP23-BSE-054

c. Email marketing

We've implemented email marketing to encourage first-time purchases by offering a 15% discount, boosting conversions and driving traffic to our website. This initiative aims to build strong customer relationships and increase brand awareness. Ultimately, it helps turn potential leads into loyal, repeat customers.

Newsletter sign up!

 SUBMIT

Join our list and get 15% off your first purchase

Email list:

Our Email list is a valuable asset that will allow us to directly communicate with potential and existing customers. With targeted marketing, we can segment our list based on customer preferences and behaviors, boosting conversion rates and driving higher sales. Additionally, it strengthens customer loyalty by offering behind-the-scenes content and special promotions.

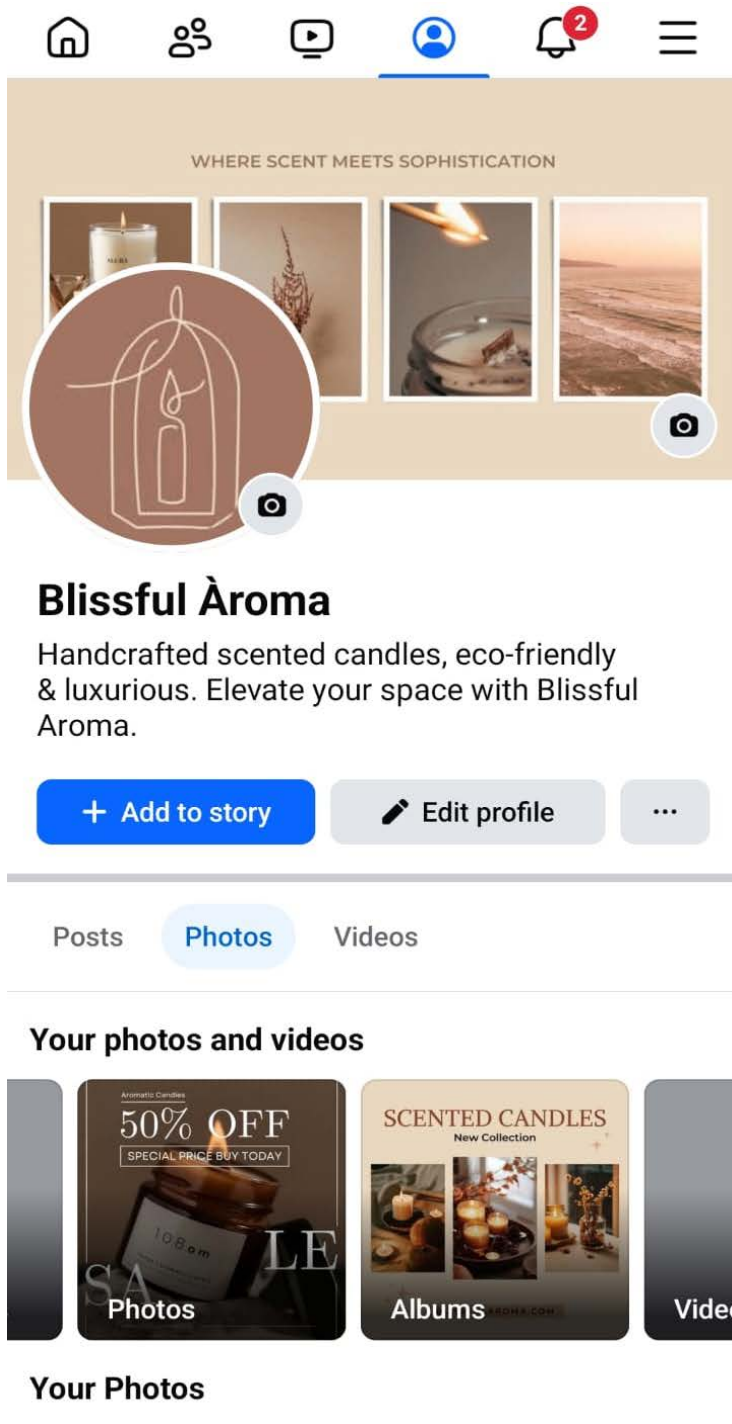
Customers <input type="text" value=""/>											
Name	Username	Last active ▾	Date registered	Email	Orders	Total spend	AOV	Country / Region	City	Region	Postal code
No data to display											
0 customers 0 Average orders Rs 0 Average lifetime spend Rs 0 Average order value											

d. Pricing strategies

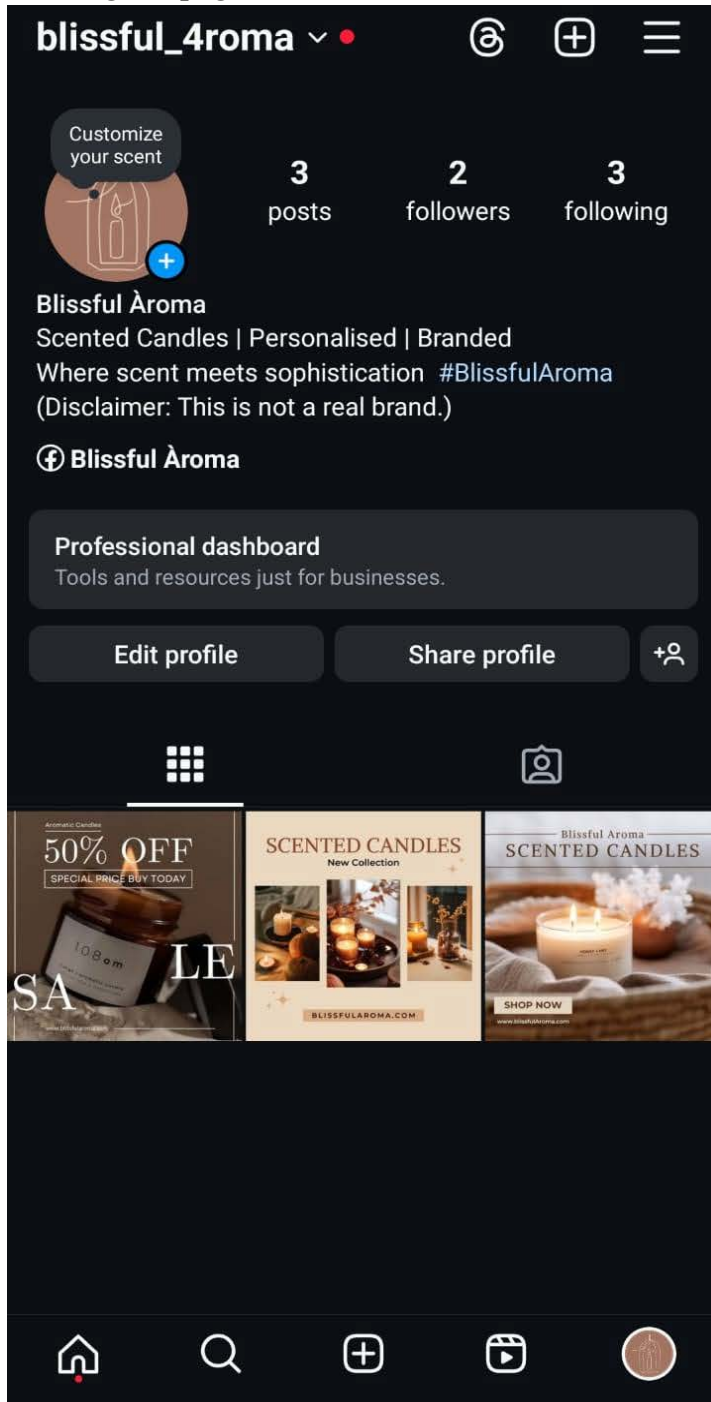
1. **Bundling:** Allows customers to purchase complementary products (candles and accessories) together at a slightly discounted price. Example: Offer a “Candle Care Bundle” including a scented candle, a candle care kit, and matches.
2. **Dynamic Pricing:** Adjust prices based on demand, seasonality, or customer behavior. Example: Raise prices slightly for high-demand products during festive seasons or offer discounts for slow-moving items.
3. **Flash Marketing:** Creates urgency and drives quick sales. Example: “24-Hour Flash Sale: Get 40% Off on All Candles!”

e. Social marketing

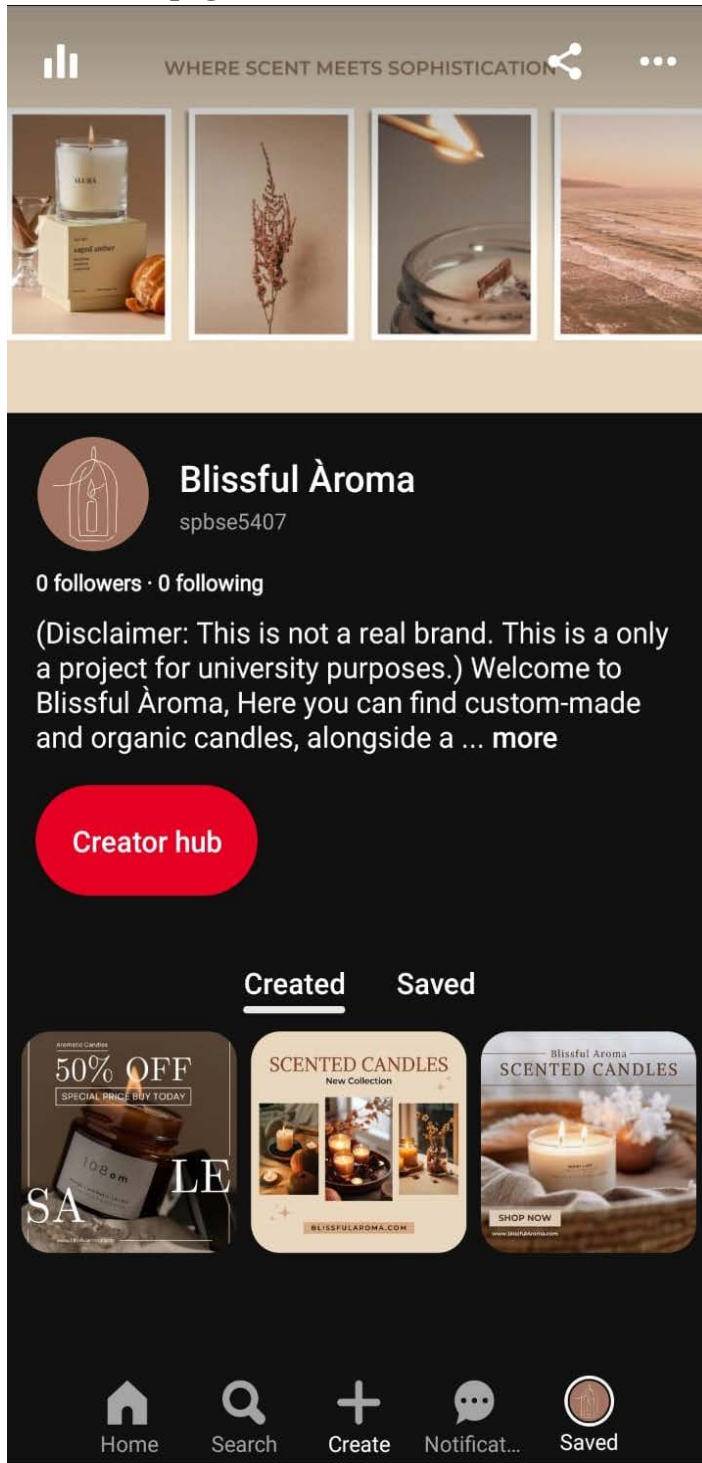
1. Facebook page:



2. *Instagram page:*



3. Pinterest page:



Social Media Posts:

1. Discover Blissful Aroma – Your Destination for Premium Scented Candles! (Shop Now post)



2. Unveiling Our New Collection – Ignite the Magic! (New Collection post)



3. 🔥 Limited Time Offer – 50% OFF on Scented Candles! 🔥 (Sale post)



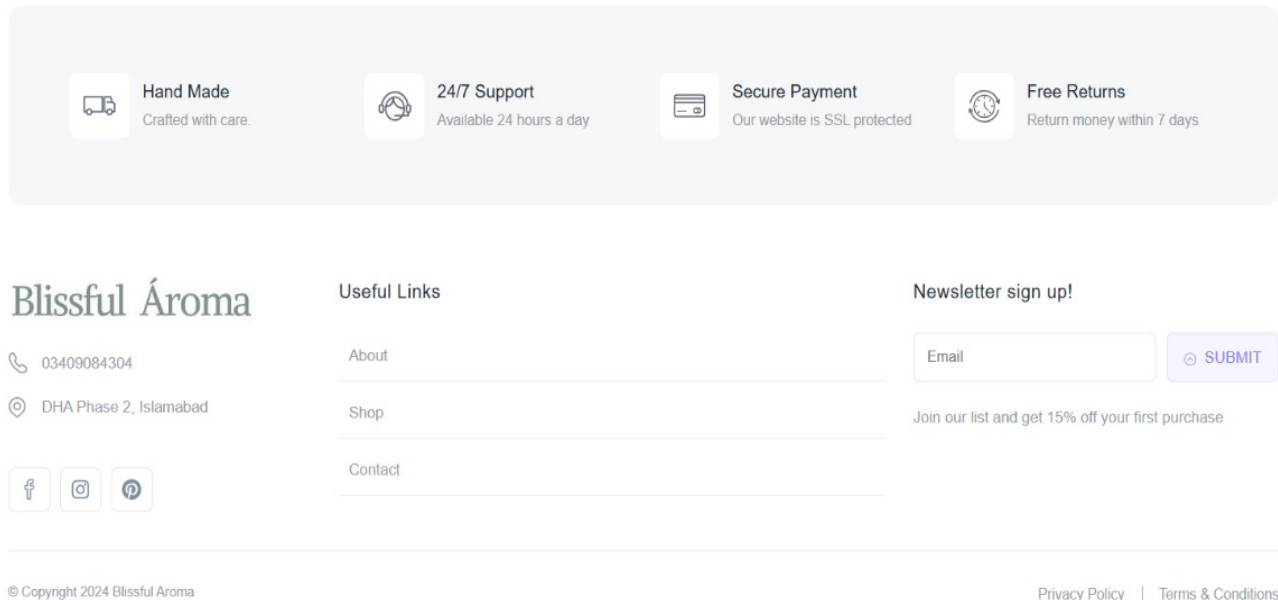
6. Website Design

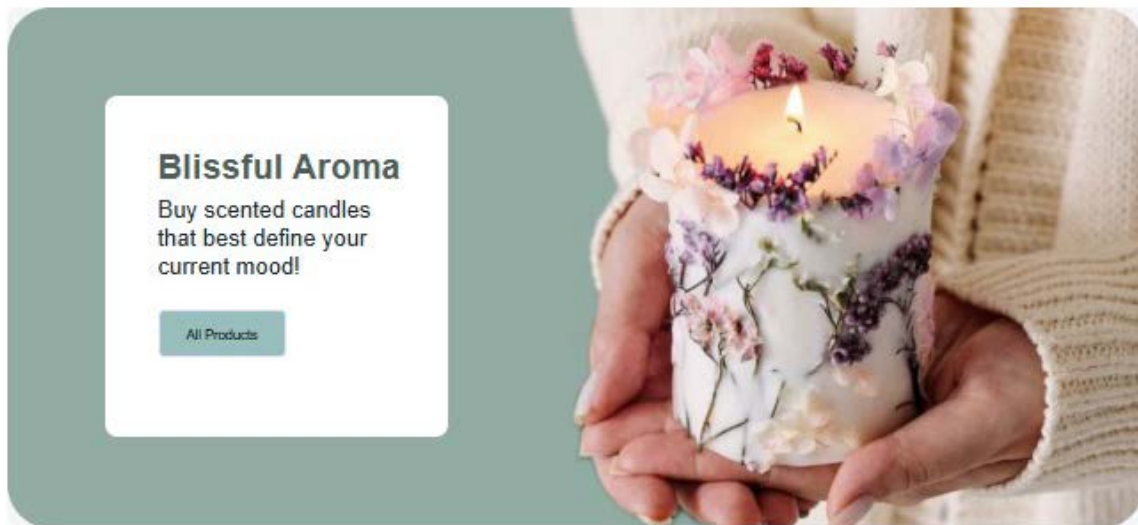
- **Home Page**

Header:



Footer:





Categories



Featured Products



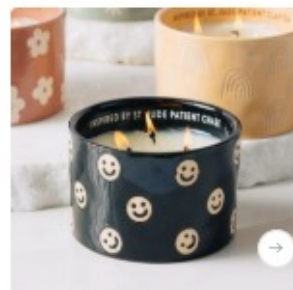
Peony Bloom Travel Tin
Rs 530



River Rock –
Handcrafted Stone
Candle Holder
Rs 900



Blossom Charm – Lilac &
Honeysuckle
Rs 1,300



Ceramic candle: Stone
Flame – Jasmine &
Bergamot
Rs 1,150

Best Selling Products



Diffuser: Whisper Mist –
Lavender & Citrus
Rs 4,699 Rs 970 ★ 4.0



Massage oil: Silk Flame –
Coconut & Almond Oil
Rs 1,500

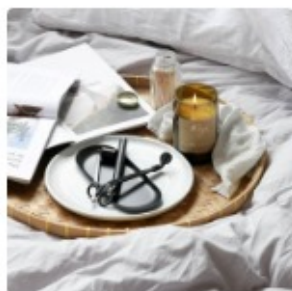


Ceramic candle: Stone
Flame – Jasmine &
Bergamot
Rs 1,150



Room spray: Morning
Dew – Mint & Eucalyptus
Rs 500

Bundles



Candle Care Bundle
Rs 2,500



Cozy Care Bundle
Rs 3,500



Christmas Holiday
Candle Trio Gift Set
Rs 2,200




Spa Gift Basket –
Aromatherapy Bliss
Rs 3,200


Products On Sale




**Mystic Jasmine –
Harmony Candle Jar**
Rs 950 Rs 900



**Zen Wood – Incense
Stick Holder**
Rs 550 Rs 500



**Ceramic Clay Essence –
Oval Ceramic Dish**
Rs 1,100 Rs 1,000



**Diffuser: Whisper Mist –
Lavender & Citrus**
Rs 1,000 Rs 970

★ 4.0


Special Offer

Enjoy the spring time and shop our Collection at up to 50% off, for a limited time.

Get the Deal


Testimonials

for decor lovers!
is candles are not
also beautiful
they've elevated
of my home. I can't
e scents!




Adam Parker
CEO, Mela
★★★★★

Elegant and eco-friendly! I'm so
impressed by the quality of these
candles. The eco-friendly
packaging is a bonus, and the
candles burn evenly without any
smoke. Blissful Aroma is my go-to
for home decor and gifts!



Emily Johnson
Interior Designer, Luxe
Interiors
★★★★★

Best candles I've ever
purchased! These candles are a
game-changer. The organic
ingredients make them stand out,
and the scents are so refreshing.
They've become a staple in my
self-care routine.



Iffat Maryam
Yoga Instructor,
Serenity Wellness
Studio
★★★★☆

Perfect for my
The aromatherapy
perfect for
They create a
environment, I
relaxed. Blissful

Blissful Aroma <Project Report>

- **Products page**

Orders above Rs.5500

Free Shipping for Orders above Rs.5500

Free Shipping for Orders above Rs.5500

Free Shipping for Orders above Rs.5500


Free Shipping for Orders above Rs.5500

Free Shipping for Orders above Rs.5500

f

h

p



Blissful Aroma

Search Products

♥

0

🛒

0

Home

Shop

Scented Candles

Candle Types

Supporting Items


Customize a Candle

About

FAQ


Contact

Choose From Our Entire Collection!




Bath body Aroma Bliss –
Lavender Bath Salt
Rs 600

Add to cart




Blossom Charm – Lilac &
Honeysuckle
Rs 1,300

Add to cart



Candle Care Bundle
Rs 2,500


Add to cart



Ceramic candle: Stone
Flame – Jasmine &
Bergamot
Rs 1,150


Add to cart

SALES




Ceramic Clay Essence –
Oval Ceramic Dish
~~Rs 1,100~~ Rs 1,000

Add to cart




Ceramic Cozy Glow – Small
Ceramic Candle Cup
Rs 800

Add to cart



Christmas Holiday Candle
Trio Gift Set
Rs 2,200

Add to cart




Cozy Care Bundle
Rs 3,500

Add to cart


[Home](#) [Shop](#) [Scented Candles](#) [Candle Types](#) [Supporting Items](#) [Customize a Candle](#) [About](#) [FAQ](#) [Contact](#)

Our Scented Candles




Blossom Charm – Lilac & Honeysuckle
Rs 1,300

[Add to cart](#)




Ceramic candle: Stone Flame – Jasmine & Bergamot
Rs 1,150

[Add to cart](#)




ESCAPE: English Rose & Oud ★ 4.0
[Select options](#)




FIRESIDE: Crackling Wood & Cocoa
Rs 950

[Add to cart](#)




Handcrafted Herbal Haven – Neem & Basil ★ 5.0
Rs 1,000

[Add to cart](#)




Massage oil: Silk Flame – Coconut & Almond Oil
Rs 1,500

[Add to cart](#)



Peony Bloom Travel Tin
Rs 530


[Add to cart](#)



Personalized Signature Essence
Rs 1,500

[Add to cart](#)

Product Details:



Home / Scented Candle / Peony Bloom Travel Tin

Peony Bloom Travel Tin

Rs 530

☐ Category: Scented Candle

☒ Availability: In Stock

☐ Tags: Candle, Scent, Travel tin

1

+

-

Add to cart

☐ Add to Wishlist

☒ Share

☐ Remove

Description

Reviews (1)

A fresh and delicate travel candle featuring the soft, floral notes of peony. Ideal for creating a light, uplifting atmosphere wherever your journey takes you. Encased in a compact and elegant tin, this candle is perfect for adding a touch of serenity to your travels.

Product Features

- **Scent Profile:** Soft floral notes of peony.
- **Burn Time:** Up to 25 hours.
- **Candle Type:** Travel-friendly, organic soy wax.
- **Packaging:** Lightweight metal tin with a secure lid for easy portability.

Ingredients & Manufacturing Details

- **Wax:** 100% organic soy wax, sustainably sourced.
- **Fragrance Oil:** Natural peony extract blended with plant-based essential oils.
- **Wick:** Cotton wick, lead-free for clean and safe burning.
- **Dyes & Additives:** Free from synthetic dyes, parabens, and phthalates.
- **Handcrafted:** Each candle is hand-poured in small batches to ensure consistency and quality.

Additional Information

- **Dimensions:** 2.5 inches (diameter) x 1.5 inches (height).
- **Net Weight:** 100g.
- **Eco-Friendly:** Made with biodegradable soy wax and natural fragrance oils.
- **Care Instructions:** Keep wick trimmed to 1/4 inch for even burning.

Why You'll Love It

- Handcrafted with sustainably sourced, organic materials.
- Compact and travel-ready, perfect for vacations or gifting.
- Free from harmful chemicals, synthetic fragrances, and artificial dyes.
- Cruelty-free and eco-friendly production process.

- *Customize your Candle page*

[Home](#) [Shop](#) [Scented Candles](#) [Candle Types](#) [Supporting Items](#) [Customize a Candle](#) [About](#) [FAQ](#) [Contact](#)

Customize Your Very Own Candle!

Design your perfect candle with our customization form! Choose from unique shapes, sizes, colors, and scents to create a candle that suits your style or makes a thoughtful gift!

Name *

Email *

Scent preference *

☐ Floral

☐ Fruity

☐ Woody

☐ Citrus

☐ Herbal

☐ Spicy

Would you like a single scent or a blend? If a blend, specify the combination (e.g., lavender and vanilla). *

Which wax would you prefer? *

☐ soy wax

☐ beeswax

☐ coconut wax

☐ paraffin

☐ whichever best

What size of candle do you need? *

☐ Small (2-3 inches in height, 2 inches in diameter)









☐ Medium (4-6 inches in height, 3 inches in diameter)

☐ Large (7-9 inches in height, 4 inches in diameter)

Do you have a preferred shape? Select from the following: *

Blissful Aroma <Project Report>

Do you have a preferred shape? Select from the following: *

			
Heart Textured Candle	Layered Arch Candle	Geometric Bubble Candle	Flower Shape Candle
			
Twisted Orb Candle	Plain Candle	Seashell Candle	Ribbed Pillar Candle

What color would you like your candle to be? *

Would you like a single color or a marbled design? *

☐ Single Color

☐ Marbled Design

Fragrance Intensity Preference *

☐ Light

☐ Medium

☐ Strong

Gift Options

☐ gift wrapped

☐ gift note (specify below)

Specify your gift note

Anything else we should know?

• *Contact Us page*

[Home](#) [Shop](#) [Scented Candles](#) [Candle Types](#) [Supporting Items](#) [Customize a Candle](#) [About](#) [FAQ](#) [Contact](#)

Get in Touch.

We'd love to hear from you! Whether you have a question, feedback, or just want to say hello, feel free to reach out. Our team is here to assist you with anything you need.

Customer Service:

- Email: support@blissfularoma.com
- Phone: +123-456-7890
(Available Mon-Fri, 9 AM - 5 PM)

Your Name

John Smith

Your Email

info@example.com


Subject

My Project


Your Message

Hello, ...


SUBMIT




Hand Made
Crafted with care.



24/7 Support
Available 24 hours a day




Secure Payment
Our website is SSL protected



Free Returns
Return money within 7 days

• *About Us page*

[Home](#) [Shop](#) [Scented Candles](#) [Candle Types](#) [Supporting Items](#) [Customize a Candle](#) [About](#) [FAQ](#) [Contact](#)



Who We Are

Blissful Aroma was born out of a shared passion for creating products that not only enhance spaces but also resonate with the emotions and personalities of those who inhabit them. Founded by Warda Irfan and Areej Iman, our journey started with an idea stemmed from the love for scents and the way they evoke memories, transform moods, and define spaces. We wanted to bring something unique to the market—products that are personal, meaningful, and crafted with care.

Blissful Aroma—elegance in every scent, comfort in every flicker.

Our Team



WARDA IRFAN

Founder, Marketing Manager, Sales Lead, and HR Manager

With a knack for storytelling and connecting with customers, Warda brings the brand's vision to life. Her expertise in marketing ensures that every product reaches the right audience, while her focus on HR keeps our team motivated and aligned.



AREEJ IMAN

CEO, Production Manager, Finance Lead, and Operations Manager

Areej oversees every aspect of production, ensuring each product is crafted to perfection. Her financial acumen and operational expertise ensure smooth processes and sustainable growth.



About the Business

Blissful Aroma offers a curated selection of scented candles, diffusers, and room sprays, along with premium candle accessories and decor items. Our product range blends timeless elegance with contemporary design, making them perfect for gifting or enhancing your personal space.

Why Choose Us?


Blissful Aroma stands for more than just beautiful products. We stand for:

- Ethical production practices.
- Support for local artisans and suppliers.
- Products that tell a story and create unforgettable experiences.



- Track Order

[Home](#) [Shop](#) [Scented Candles](#) [Candle Types](#) [Supporting Items](#) [Customize a Candle](#) [About](#) [FAQ](#) [Contact](#)



Track Your Order

To track your order please enter your Order ID in the box below and press the "Track" button.
This was given to you on your receipt and in the confirmation email you should.

Order ID



Found in your order confirmation email.

Billing email

Email you used during checkout.

TRACK

- Cart page

PRODUCT		TOTAL	CART TOTALS	
	Peony Bloom Travel Tin	Rs 530	Add a coupon ▼	
	Rs 530 A fresh and delicate travel candle featuring the soft, floral notes of peony. Ideal for...	<div>- 1 +</div> Remove item	Subtotal	Rs 2,830
	Ceramic candle: Stone Flame – Jasmine & Bergamot	Rs 2,300	Shipping	FREE
	Rs 1,150 The Stone Flame – Jasmine & Bergamot candle brings a calming yet invigorating fragrance to...	<div>- 2 +</div> Remove item	Free shipping	
			Shipping to Islamabad Capital Territory, Pakistan CHANGE ADDRESS	
			<input checked="" type="radio"/> Free shipping FREE	
			Total	Rs 2,830
<div>Proceed to Checkout</div>				

- **Check out page**

1 Billing >

2 Shipping >

3 Order >

4 Payment

First name *

Last name *

Company name (optional)

Country / Region *

Pakistan

Street address *

House number and street name

Apartment, suite, unit, etc. (optional)

Town / City *

State / County *

Islamabad Capital Territory

Postcode / ZIP *

Phone *

Email address *

SP23-BSE-054@ISBSTUDENT.COMSATS.EDU.PK

< Return To Shop

Next >

7. Future Enhancements

In the future, We plan to expand our business by offering international shipping and incorporating more product categories. We will work on optimizing our website's design, adding advanced features for a better user experience, and improving SEO for better online visibility. We also aim to collaborate with influencers and engage in digital marketing campaigns to increase brand awareness. Additionally, We'll explore partnerships with other brands to expand our reach and strengthen the business.

Conclusion

Blissful Aroma is designed to provide customers with high-quality, personalized products while prioritizing user experience and innovation. By implementing advanced marketing strategies, efficient systems, and future-ready enhancements, we to establish itself as a leader in the niche candle market.