

Project Design Phase-I

Proposed Solution Template

Date	3 November 2023
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Project Title	Creating A Social Media Ad Campaign in Facebook

Proposed solution template:

S.No.	Parameter	Description
1.	Problem Statement (Problem to be solved)	The bouquet shop faces challenges in managing inventory effectively, predicting and meeting seasonal demand, efficiently creating customized bouquets without compromising quality, balancing costs and pricing competitively, and improving marketing strategies to attract and retain customers. Solving these issues is crucial for streamlining operations, satisfying customer needs, and ensuring the shop's long-term success.
2.	Idea / Solution description	The bouquet shop faces challenges in managing inventory effectively, predicting and meeting seasonal demand, efficiently creating customized bouquets without compromising quality, balancing costs and pricing competitively, and improving marketing strategies to attract and retain customers. Solving these issues is crucial for streamlining operations, satisfying customer needs, and ensuring the shop's long-term success.

3.	Novelty / Uniqueness	Bouquet shop stands as a sanctuary of botanical artistry, where the fragrance of creativity intertwines with nature's vibrant hues. Each arrangement is a symphony of unique blooms, meticulously crafted to evoke emotion, telling stories with petals and leaves that whisper the language of individuality and rare beauty.
4.	Social Impact / Customer Satisfaction	A bouquet shop isn't just a place to find stunning floral arrangements; it's a hub of social impact, spreading joy, and marking special moments in people's lives. By offering meticulously curated bouquets, these shops bring smiles and comfort, turning occasions into cherished memories. The satisfaction of customers isn't just about receiving a beautiful arrangement; it's about feeling understood and cared for through the expressive power of nature's blooms.
5.	Business Model (Revenue Model)	A bouquet shop's revenue model typically revolves around selling a variety of floral arrangements and related products. Revenue streams stem from the sale of custom and pre-designed bouquets for various occasions, subscriptions or memberships, add-on items like vases or cards, and potentially additional services like delivery, floral workshops, or event arrangements. Some bouquet shops might also explore online sales, partnerships with event planners, or corporate contracts to diversify their income sources.
6.	Scalability of the Solution	The scalability of a bouquet shop lies in its ability to expand beyond a single physical location. By harnessing technology for online sales, establishing partnerships with local flower growers, and developing efficient logistics for delivery, a bouquet shop can broaden its reach to serve a larger customer base. Additionally, introducing innovative subscription models, diversifying product offerings, and exploring franchising opportunities can further enhance the shop's scalability, allowing it to grow and meet the demands of a wider market.