

# Supply Chain of Flower Decoration Industry

**Product Description:** Floriculture: Garlands and Flower Decoration by integrating the market using an online application software and a green supply chain.

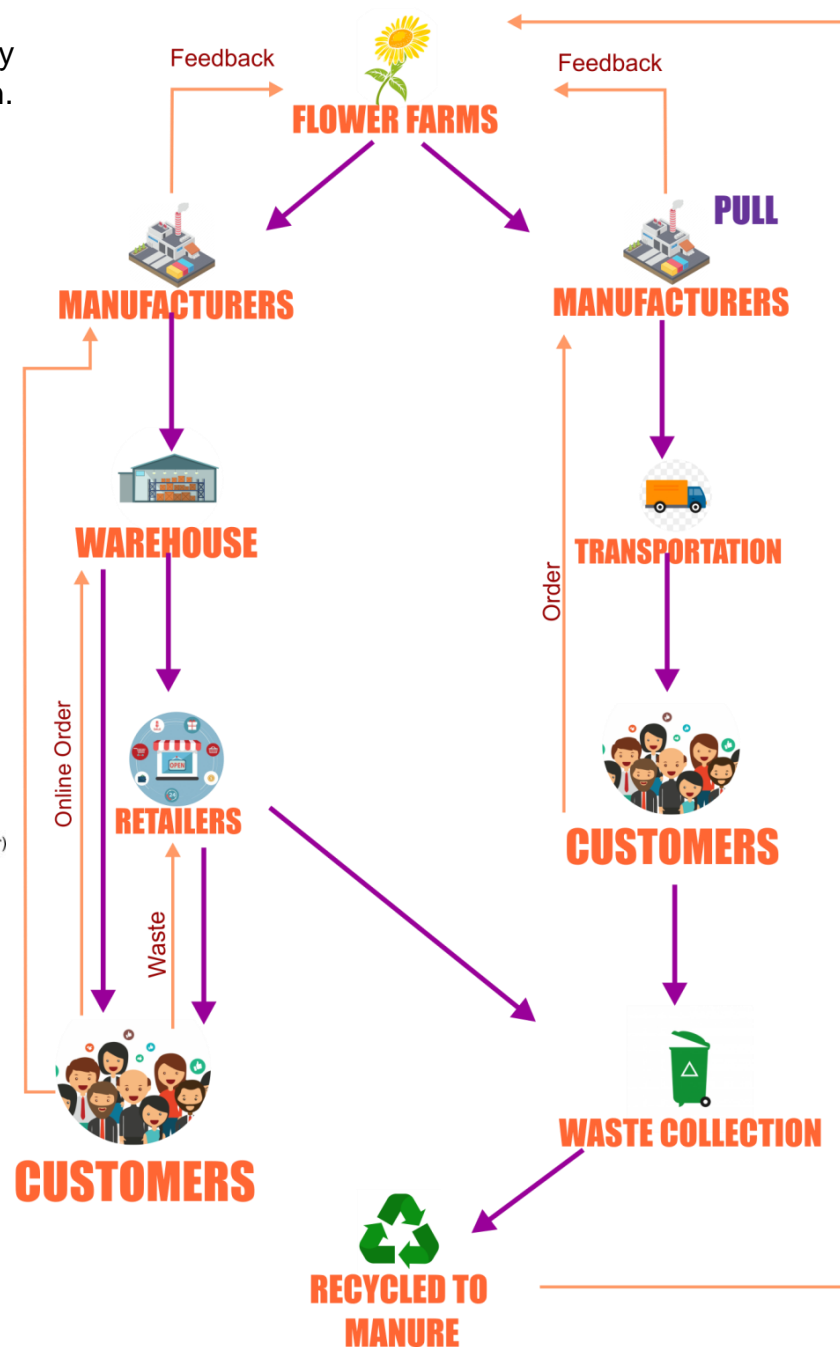
## Need for Product:

- In India, tonnes of flowers are used in festival and wedding seasons alone. The method of transportation of flowers is very unscientific due to lack of refrigeration in both transport and retail sites.
- A large no. of small and marginal farmers are seeking out a living in the unorganized sector compared to hi-tech floriculture which is not helping to fulfil the potential increase in efficiency of production.
- The waste produced by the flower industry is enormous and there is no provision for the flower waste to be collected and recycled

**Customer Segmentation** Daily Customers  
Seasonal Customers, Export

**Competitive Strategy** Cost Efficient, Responsive, Resilience, Flexible, Green

**Supply Chain Strategy** Two different Supply Chains for different customers **PULL**  
**PUSH**



## Our Role:

- To reduce the dominance of middlemen or agents in current floriculture supply chain which will help to reduce cost and improve profit margins to the suppliers.
- To unify the floriculture and flower decor industry so as to provide variety of flower decors to the customer and increase profitability of supply chain.
- To provide a green alternative to current supply chain by collecting flower waste and converting it into useful products.
- To implement an online ordering system and database system, to provide easy ordering and tracking facility to customer.

**33-35°F**  
Optimum Storage Temperature for fresh flowers

**45.47%**  
Marketing Commission for agents

## Cultivation Costs / Hectare

Marigolds- Rs.2,57,575  
Rose- Rs.3,73,675  
Tuberose- Rs.1,52,371  
Gladiolus- Rs.2,99,087

## VALUE CHAIN



## Costing:

The major costs are associated with

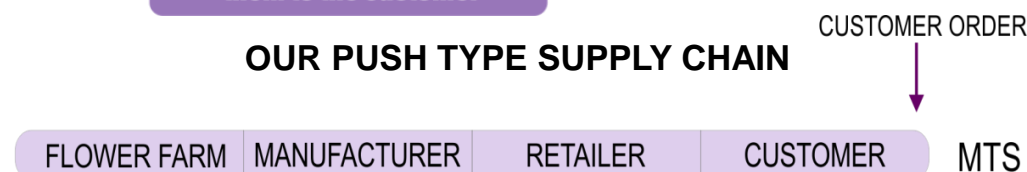
- Labour which accounts for **30-40% of cost** and
- Intercultural operations that involve crop planning, crop rotation, fertilization account for **20% of the cost incurred in farming.**

## Refrigerated transport

Rs 20-50 /quintal.

Further Cost Reduction can be done by using the manure feed from the flower waste collected to cultivate next batch of flowers.

## OUR PUSH TYPE SUPPLY CHAIN



## OUR PULL TYPE SUPPLY CHAIN



## SUPPLY CHAIN CHALLENGES

### TIME CONSTRAINTS

Delivery within 24 hours

### INFRASTRUCTURE FACILITIES

Cold Storage required for warehousing and transportation

### DROP IN SALES

Customers leaning towards eco-friendly decors (artificial flowers)

### OPERATIONAL CHALLENGES

Issue of Safety, Irrigation Systems, Skilled Manpower