The Fresh Flowers website is a service-oriented platform that provides services within this platform. Throughout the entire internet, the most profitable websites are those that offer services. After the dot-com bubble, a new way of profit-making on the internet emerged, which is to provide various services.

The website provides services rather than just information like most websites on the internet today. Users can come to our website to engage in various activities, do what they want to do. We provide this platform, just like a market with many vegetable stalls where people can go in and buy vegetables. In today's rapidly developing society, I believe everyone understands very clearly what our lives would be like without the internet. Work, life, study, and so on are all inseparable from the internet. However, even so, I feel that the internet has not been fully utilized. The current use of the internet is just one way for everyone to obtain the information they need. Since its inception, the internet has been intended for the purpose of sharing information, not for conducting activities such as organizing basketball games, and so on. Even though there are now numerous community and social networking websites, the development is not ideal, but these websites are still very popular. Our idea is to turn the internet into a place for activities or daily life. On it, you may not be able to obtain information or some resources, but what you can get is something closely related to your life. Therefore, the target audience for website positioning must be able to access the internet and accept this new way of life and social activities. This way of thinking means selecting the right consumer group and providing services tailored to their needs.

There are many types of websites with different functionalities, and what we are doing is just one classification. Website positioning is very important. For instance, regarding house-sharing, many websites related to housing allow users to post for roommates, but they do not provide a complete platform, and user demand in this area is not very centralized. Our website effectively solves this problem by providing a good platform where users can easily find roommates. The website can provide platforms based on these roommate arrangements, categorize them in detail, offer convenient user features, provide secure mechanisms, and offer various functions to facilitate user collaboration. Moreover, it provides a trustworthy, fashionable, and active environment for everyone. The various collaboration methods on the website help users live better lives and experience the joy, convenience, and savings brought by this new lifestyle. For example, the collaboration projects on the website essentially serve as cooperative projects, providing users with a platform to find projects they can collaborate on and expand their networks. Therefore, in general, the website provides various conceptual services, and this platform also offers excellent solutions for user safety and usability. According to user demand, users can also propose some new requirements themselves.

2. Profit Sources

The website has excellent profit sources, and these sources do not affect user experience. The profits of the website will come entirely from cooperating businesses, governmental entities, or advertising fees. The range of profits can be expanded through networking advantages. The main sources of profit include the following:

1). Businesses that join the website need to pay a one-time joining fee. Additionally, for each transaction made by website members through the website's group-buying feature, a portion of the transaction amount will be retained as profit.

2). The website operates on a points-based system, allowing users to purchase points from the website.

3). Businesses providing services through the website are required to pay a portion of their earnings to the website as intermediary fees.

4). Profits from website advertisements.

5). Brand benefits: As the website grows, it naturally gains this source of income.

1. . The website platform provides support for various social activities by leveraging our human resources. For some enterprises or governmental entities, as well as large-scale events, which require the full utilization of our human resources, fees are charged for using the platform.

3. Website Planning and Marketing Progress

The implementation of the website project is divided into four main phases: Development, Operation, Promotion, and Business.

The Development phase involves the overall development and testing of the website. After this phase concludes, it will enter a trial run directly. The Development phase is expected to be completed within three months, including testing.

The Operation phase involves the maintenance and updates during the website's operation. Significant human resources will be allocated to handle tasks such as answering website-related queries, maintaining operations, and updating content layout.

The Promotion phase will follow a planned strategy. Initially, an article-based approach will be employed, followed by a small-scale advertising campaign. The Promotion phase aims to reach one million registered users within three months.

The Business phase primarily focuses on achieving profitability for the website. Business representatives will seek out merchants and promote products based on the website's major profit models. This phase will also become a permanent task for the website in the future.

4. Technical Plan

1). Determine the website's technical solution based on its functionality.

(1) Decide between self-built servers or renting virtual hosting.

(2) Choose an operating system: UNIX, Linux, or Windows 2000/NT. Analyze factors such as cost, functionality, development, stability, and security.

(3) Decide between adopting comprehensive solutions provided by companies like IBM or HP for enterprise internet or e-commerce solutions, or developing custom solutions.

(4) Implement website security measures, including measures against hacking and viruses.

(5) Develop relevant programs such as ASP, JSP, CGI for web applications, and database programs.

2). Website Content Planning

(1) Plan website content based on its purpose and functionality. Typical content for enterprise websites includes company profiles, product descriptions, service offerings, pricing information, contact details, and online orders.

(2) E-commerce websites should provide member registration, detailed product and service information, search functionality, order confirmation, payment processing, personal data security measures, and relevant assistance.

(3) Consider assigning dedicated personnel for managing various website sections if the website has many columns. Note: Content is the most critical factor in attracting website visitors. Lack of content or irrelevant information will not engage casual visitors. Conduct surveys to determine the information people wish to read and regularly assess visitor satisfaction with website content for timely adjustments.

3). Web Page Design

(1) Ensure that web page design and artistry align with the overall corporate image and comply with CI specifications. Pay attention to color schemes, image usage, and layout planning to maintain overall consistency.

(2) Consider the geographic distribution, age groups, network speeds, and browsing habits of the primary target audience when adopting new technologies.

(3) Develop a website redesign plan, scheduling major revisions every six months to a year.

4). Website Maintenance

Maintain servers and related hardware and software, assess potential issues, and establish response times.

5. Investment and Budget

The investment in the website primarily covers the establishment of the network company for the website project's later operational expenses, including the initial startup phase. However, the majority of the investment is intended for business development expenses. From the completion of development to the commencement of operations and eventual profitability, the website is estimated to require approximately 2 million in investment. Initially, only a small portion of funds will be needed to support website operations. Later, after the website's promotion, additional financing will be obtained through other means to collaborate with businesses and achieve profitability goals.

6. Financing Plan (Capital Procurement and Investment Methods)

The financing plan for the project primarily involves seed funding with venture capital as a supplement. Seed funding can be invested in stages, and the investment risks will be fully borne by the project team and investors. The amount of seed funding can be relatively small, serving as the initial capital for the project. Later in the project, additional funding will be obtained through third-party financing. The return on investment obtained from seed funding will be less than that of venture capital.

Venture capital can also be injected in stages, with the investment risks shared by the project team. However, the return on investment will be greater than that of seed funding. The specific financing plan will be determined through detailed negotiations.