

Fine Blooms Products

Product Discovery

Plan for E-Commerce Sales

In order to reach the target of 150K AED a month lets assume that individual flowers make 1/3rd a total of 50K AED a month, bouquets make 50K a month and Zakkia and Louise Roe also make 50K AED a month. This means that is we sell 1,700 AED of each category a day we would make total sales of 153K AED a month.

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Product Discovery

Louise Roe Products

We are selecting products from Louise Roe that closely resemble the sizes we have chosen for bouquets and selected clear vases .

197.76 AED 280.16 AED 722.02 AED 383.16 AED

Average product costs 395.775 AED, meaning we would have to sell 2 products of these a day.

Lets assume we want to sell these colours of vases, and one more colour.

$152 + 216 + 560 + 296 = 1,224 \times 2 = 2,448$ EURO cost of first order



CITY LIGHT 3 BURGUNDY
8 × 8 × 13.5 CM
DKK 139 / 349
EUR 19 / 48
8 PCS



BON BONNIERE PEARL BURGUNDY
12 × 12 × 11 CM
DKK 199 / 499
EUR 27 / 68
8 PCS



JEWEL VASE BURGUNDY
18 × 18 × 26 CM
DKK 519 / 1299
EUR 70 / 175
4 PCS



WILLY BURGUNDY
Ø21 / H25.5 CM
DKK 279 / 699
EUR 37 / 93
4 PCS