

Fine Blooms Products

Planning for the Launch of the E-Commerce Website

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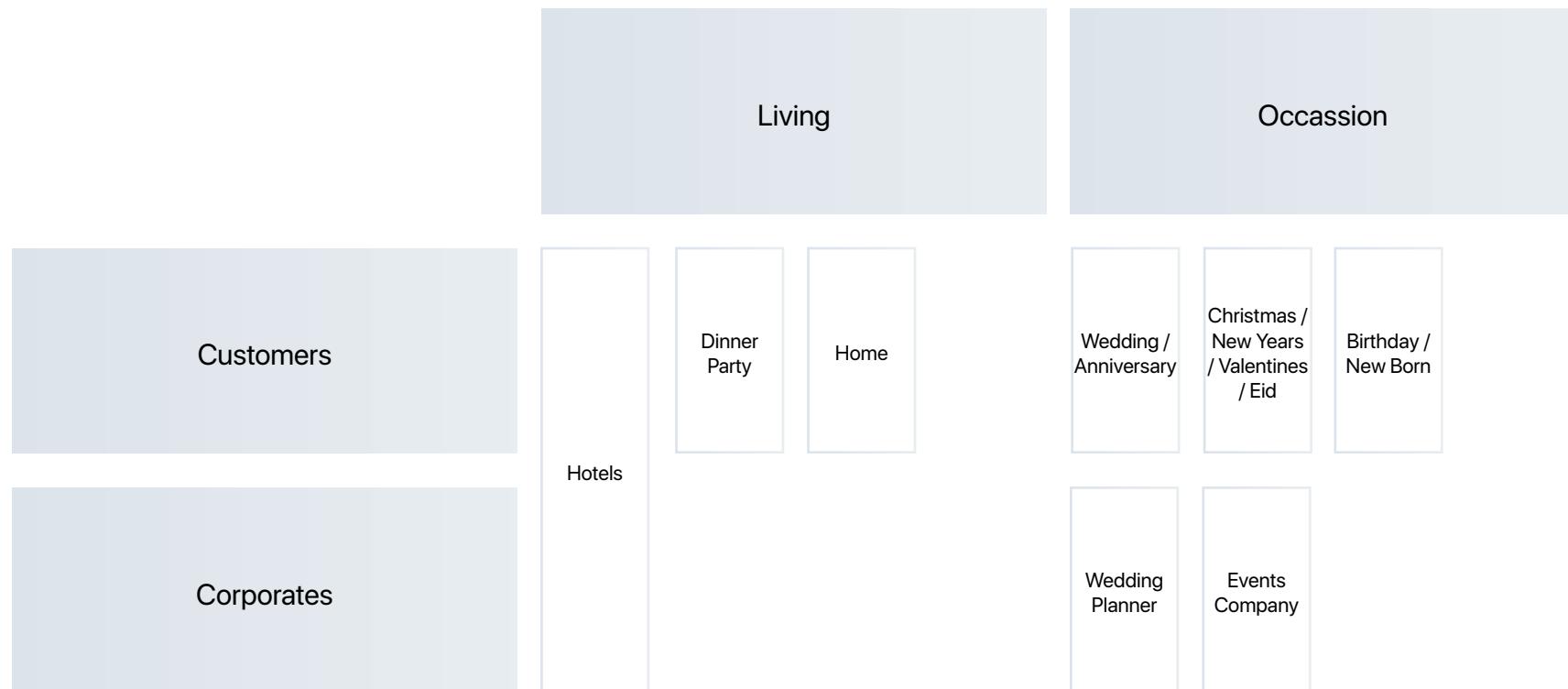
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1. Introduction

In order to think of flowers as broadly as possible it is important to define the reason why people purchase flowers. We should refer to this diagram as a general reference when beginning to think about introducing new products.

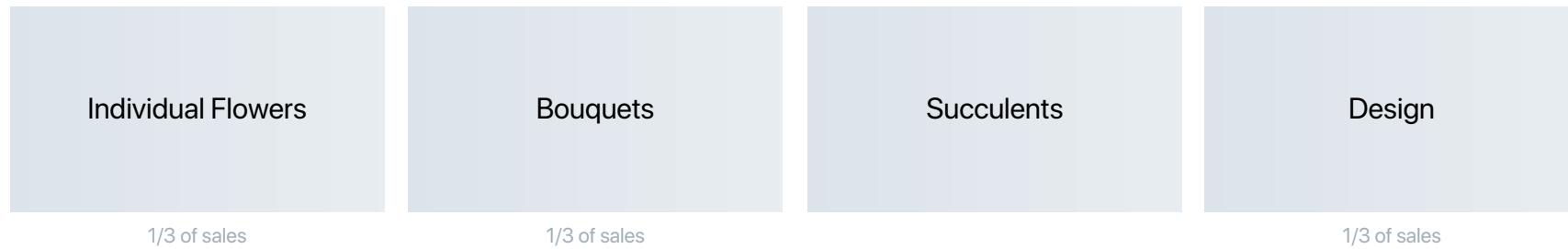


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2. Plan for E-Commerce Sales

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 if we sell 1,700 AED of each category a day we would make total sales of 153K AED a month. We will not focus at all on the Succulents category at the moment because we will only be offering a limited variety of orchids to start out with.



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Planning for the Launch of the E-Commerce Website

Timeline

February 2019



21
Nurain photoshoot

March 2019



11
Registered as a
wholesaler on Zakkia

22
Nakkash party

25
First
timeline
created

28
Approve
bouquets and
met with Tint

April 2019



5
Established
contact with
Louise Roe

9
Box samples
made from
Dubai Print

11
Crowd
marketing
proposal
submitted

16
Today

22
Photoshoot
with Natalee

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Product Discovery

4. Categories

In this document we look at exploring ideas for various products we can introduce for the Fine Blooms boutique. These will include fresh, artificial, preserved and dry flowers, bouquets, vases, pots, planters, plants and some additional products. For the first delivery of the e-commerce website we will include a narrowed selection of products and then introduce new ones in due course.

Possible Catgeories

Fresh Flowers (68)	Plants	Boxes
Artificial Flowers	Planters	Packaging Materials
Preserved Flowers	Vases (20)	Trays (3)
Dried Flowers	Pots (2)	Subscriptions
Bouquets	Bowls (1)	
Succulents	Tubes	

Narrowed Catgeory List

Individual Flowers
Bouquets ([includes boxes](#))
Succulents
Design ([includes vases, bowls, and trays](#))

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5. Category Explanations

Individual Flowers:

Customers can place an order on bunches of a specific flower. Each bunch includes 5 stems. There will be three options for packaging: 1. in a gift bag with waterbubble 2. in a corrugated cardboard box (each box can fill up to 20 flowers) with waterbubble 3. in a gift bag with a clear vase. **Need to find the prices of the individual flowers, which individual flowers will be included as part of the e-commerce website and the prices for the corrugated boxes.**

Bouquets:

Customers can order from the selection of bouquets that are available on e-commerce. They are able to choose the size: S, M, L, and Deluxe. They are able to add a clear vase. There will be no corrugated box (packaging) available for the clear vase. Customers will also be able to order the bouquet in the vases available under the "Vases" category. Customers are also able to have the bouquet in a square box (medium size) and a rectangular box (large size). These products will always be sent in a gift bag. Customers can also add a card during checkout.

Succulents:

Customers can choose from the choice of succulents that are available on e-commerce. They are able to choose the pots from the ones that are available (a selection of 3). These will be delivered in a gift bag and the box for the pot will be provided in the bag.

Design:

Customers can choose from a small range of concept items (trays, bowls).

Vases

Customers can choose from the vases available. They will be able to accompany the vases with a choice of either individual flowers or bouquets depending on the size of the mouth of the vases. If vases are chosen alone (without flowers) they will be packaged in a box and sent in a gift bag. If they are ordered with flowers they will be delivered with the flowers in them, and an empty box for the vase will also be included in the gift bag.

Pots, Bowls, and Trays

Customers can choose from the home decor products available. They will be able to add succulents and orchids to the pots. They will be able to add one small signature arrangement to the bowl. The trays will also be available alone or with a small arrangement with colour options available.

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6. Coordination between Florists and Web Developers

When a person makes an order we need to know the following details about the customer:

- Recipient's name
- Recipient's mobile number
- Delivery address
- Sender's name
- Sender's mobile number

In order to make the logistical operation achievable we have to ensure there is a certain scehdule for collection (bracket time).

When a customer places an order (s)he should be able to add a gift card and insert additional comments.

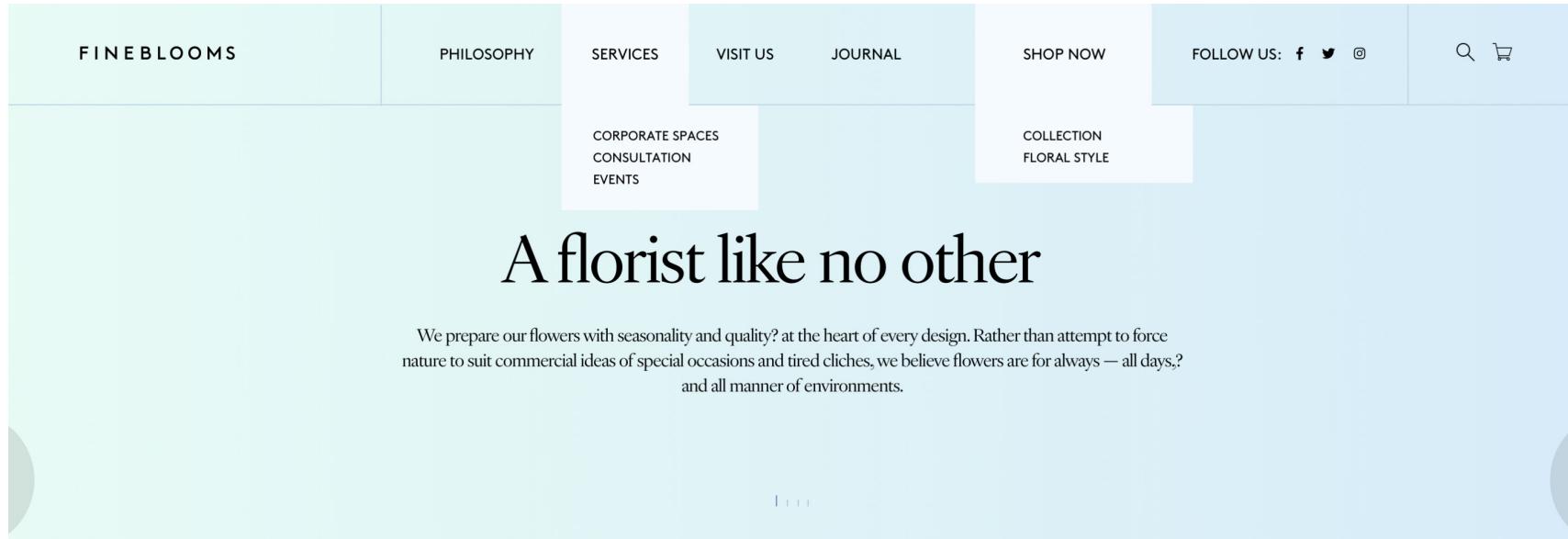
For delivery in Dubai there should be no charges incurred. For outside Dubai we should charge delivery.

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7. Re-Designed Homepage

The screenshot below shows how the homepage will look. Under Shop Now we will ask Crowd to fill the dropdown list with the menu items (narrowed) in the previous pages.

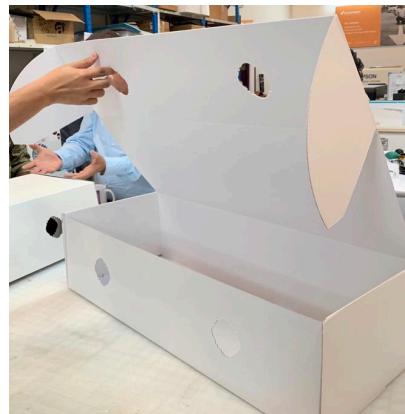
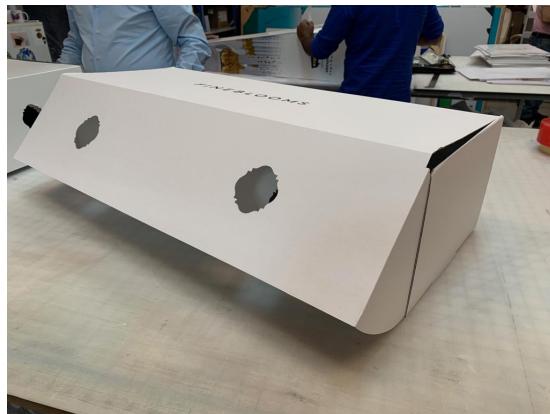


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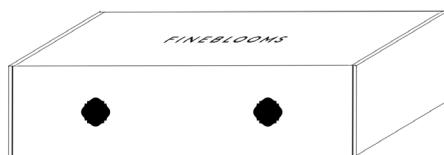
Planning for the Launch of the E-Commerce Website

8. Packaging for Individual Flowers

The images below are samples of the box for individual flowers. The corrugated cardboard that is selected for the following sample will be decided upon (should be thicker) and a moss green colour should be printed on the inside of the box.



The dimensions of the box is: 80 cm x 30 cm x 20 cm



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9. Packaging for Vases

de bouteilles, a premium vase manufacturing company in Paris has simple and effective packaging for their glass vases:

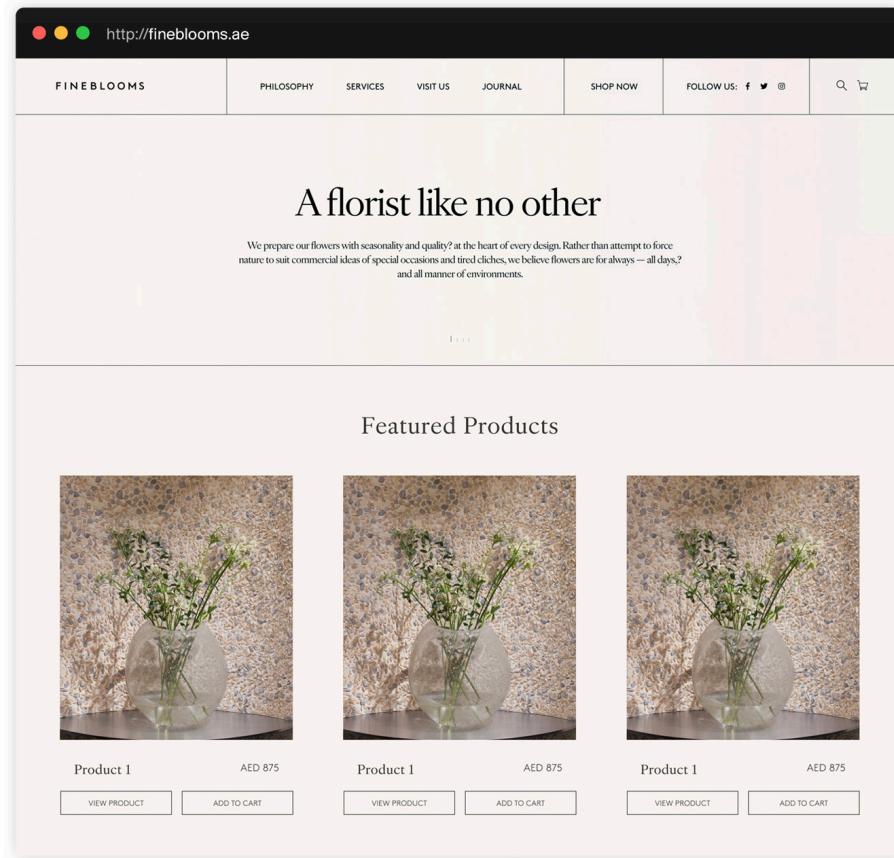
The box that is required to fit all the Zakiia products is 38 x 38 x 18 cm.



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10. Displaying Bouquets on E-Commerce Website



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11. Photoshoot Plan

For the photoshoots it is important to plan and specify exactly what the desired outcomes for the various photoshoots that are organised. 9 bouquets will be featured on the e-commerce website:

	Category	My idea is to photograph a variety of different sizes for the 9 bouquets, 2 small bouquets in Louise Roe vases (1 green and 1 pink vase), 6 medium bouquets (4 in Louise Roe vases, 2 in clear vases), and 1 large bouquet (in pink Louise Roe vase).
1. Garden	Chempetre Chic	
2. Wilderness	Chempetre Chic	
3. Whisper	Chempetre Chic	
4. Fantasy	Classic	
5. Cream	Classic	
6. Spark	Classic	
7. Secret Lover	Structural	
8. Flame	Structural	
9. Soho	Structural	

For each bouquet 6 photos are required:

1. Bouquet in either Louise Roe vase or clear vase (flowers display mix) with beige background and ground
2. Bouquet in either Louise Roe vase or clear vase (flowers display apart) with beige background and ground
3. Bouquet in either Louise Roe vase or clear vase (flowers display mix) with coloured background and white ground
4. Bouquet in either Louise Roe vase or clear vase (flowers display apart) with coloured background and white ground
5. Bouquet in box with beige background and ground
6. Bouquet in box with coloured background and white ground

This means that a total of 54 photos are required for bouquets.

The orchids will be available in 3 colours. Customers should be able to choose to have them in a box, a Zakkia pot, or a clear glass pot. Photograph of a gift bag.

Photograph of a carrier bag with simple flowers and another with a bouquet. **Ask Corinne about the availability of carrier bag as an option for customers and which bouquets should be photographed in the Louise Roe vases.**

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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 444.96 AED 383.16 AED

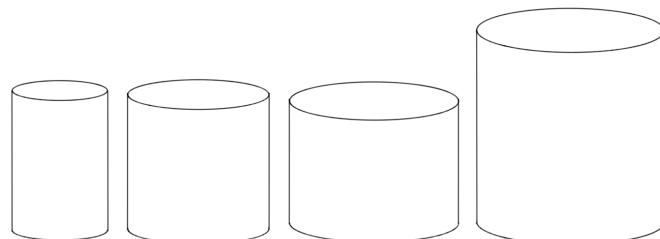
Average product costs 326.51 AED, meaning we would have to sell 5 products of these a day.

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

$$152 + 216 + 344 + 296 = 1,008 \times 2 = 2,016$$

Yet to add the shipping, admin and taxation costs on the vases. Waiting to hear back from contact from Global Sales team in Denmark.

W10 H20 W15 H20 W18 H20 W20 H30



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



BON BONNIER PEARL BURGUNDY
12 x 12 x 11 CM
DKK 199 / 499
EUR 27 / 68
8 PCS



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



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

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Corinne to confirm the selection of the flowers currently chosen and we need to add the flowers that are part of the 9 bouquets we have designed.

Planning for the E-Commerce Website

12. Fresh Flowers

P1	Rosa	P5	Hydrangea macrophylla
P2	Rosa	P6	Rosa
P3	Gerbera jamesonii, 'pasta rosata', transvaal daisy	P7	Rosa
P4	Rosa	P8	Rosa

P1



P3



P5



P7



P2



P4



P6



P8



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Fresh Flowers

Flower 1

P9



P9
P10

P11



P10

P11

P12

Eustoma russellianum 'Falda apricot',
lisianthus / lisi

P13

P14

P15

P16

Rosa

Rananculus asiaticus

Rosa

Rosa

Rosa 'cafe latte'

Paeonia lactiflora 'Sarah Bernhardt'

Alstroemeria

P13



P14

P15



P16

P10



P12



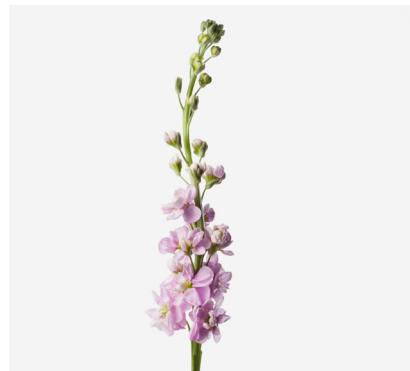
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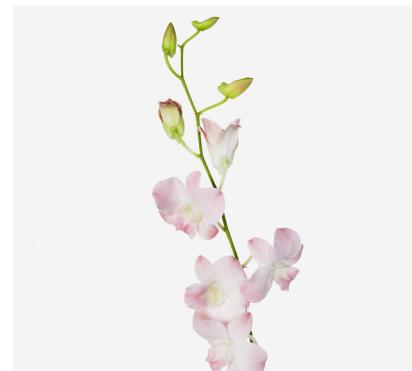
Fresh Flowers

P17	Matthiola Incana	P21	Protea neriiifolia, sugarbush
P18	Antirrhinum majus, snapdragon	P22	Rosa
P19	Dendrobie, Singapore orchid	P23	Genista fragans, planta genista
P20	Hyacinthus orientalis, hyacinth	P24	Hypericum inodorum, sugar flair, tustan

P17



P19



P21



P23



P18



P20



P22



P24



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Planning for the E-Commerce Website

Fresh Flowers

P25	Tulipa	P29	Ranunculus asiaticus, Persian buttercup
P26	Rosa	P30	Dianthus caryophyllus, carnation
P27	Anthurium andreanum, flamingo flower, painter's palette	P31	Spray rosa
P28	Dianthus caryophyllus, carnation	P32	Dianthus caryophyllus, carnation

P25



P27



P29



P31



P26



P28



P30



P32



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Planning for the E-Commerce Website

Fresh Flowers

Flower 1

P33

Anemone coronaria, wind flower, poppy flower

P37

Rosa

P38

Tulipa

P34

Craspedia globosa, billy button

P39

Leucadendron

P35

Freesia

P40

Anigozanthus flavidus, tall kangaroo paw

P36

Ranunculus asiaticus, Persian buttercup

P33



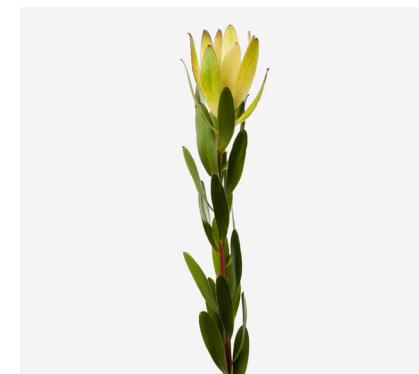
P35



P37



P39



P34



P36



P38



P40



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Fresh Flowers

P41	Tanacetum parthenium, tansy	P45	Astrantia major 'Million starts'
P42	Tanacetum vulgare, bitter button	P46	Astrantia major 'Roma', masterwort
P43	Amaranthus caudatus, yearning desert cream, cat's tail	P47	Limonium sinuatum, statice
P44	Anigozanthus flavidus	P48	Limonium sinuatum, statice

P41



P43



P45



P47



P42



P44



P46



P48



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Planning for the E-Commerce Website

Fresh Flowers

P49	Genista fragans, planta genista	P53	Sticherus Cunninghamii, umbrella fern
P50	Solidago, golden rod	P54	Eucalyptus cinerea, cinerea gum
P51	Trachelium caeruleum, throatwort	P55	Eucalyptus parvifolia, parvi gum
P52	Eryngium Orion, sea holly	P56	Eucalyptus pulvulenta, baby blue gum

P49



P51



P53



P55



P50



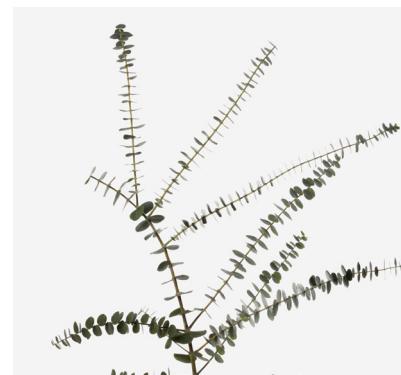
P52



P54



P56



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Planning for the E-Commerce Website

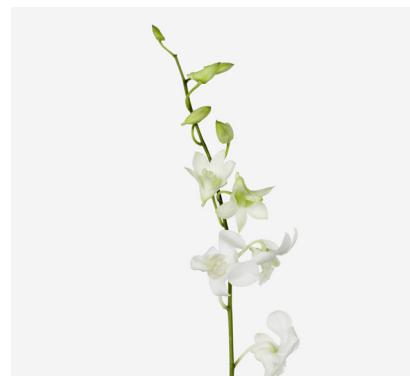
Fresh Flowers

P57	Hydrangea macrophylla	P61	Ranunculus asiaticus, Persian buttercup
P58	Delphinium ajacis	P62	Ranunculus asiaticus, Persian buttercup
P59	Dendrobie, Singapore orchid	P63	Alstromeria, Peruvian lily
P60	Rosa	P64	Anemone coronaria, wind flower, poppy flower

P57



P59



P61



P63



P58



P60



P62



P64



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Planning for the E-Commerce Website

Fresh Flowers

P65	Rosa
P66	Dianthus spray, spray carnation
P67	Freesia
P68	Hydrangea macrophylla

P65



P67



P66



P68



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13. Bouquets

Garden Bouquet (Small Chic)

Category: Chempetre Chic

Reference Images:



Flowers: Stems (#):

1. Alstromeria	3
2. Eustoma	3
3. Aster	3
4. Rosa spray	3
5. Astrantia	3
6. Wax	5

Total 20

Foliage: Stems (#):

7. Green bell	2
8. Mint	2
9. Rosemary	2
10. Pancium	2
11. Stylagras	2

Total 10



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Bouquets

Wilderness Bouquet (Medium)

Category: Chempetre Chic

Reference Images:



Flowers: Stems (#):

1. Genista (white)	3
2. Matthiola (light pink)	3
3. Oncidium	4
4. Delphinium (white)	3
5. Dianthus (pink spray)	4
6. Eustoma (peach)	3
7. Clematis (purple/blue)	3
8. Spray rose (lavender)	4
9. Solidago	3
Total	30

Added 1 more flower for a total of 30
Added 1 more flower for a total of 30
Added 1 more flower for a total of 30

Foliage: Stems (#):

10. Green bell	4
11. Mint	4
12. Rosemary	4
13. Panicum	4
14. Stylagras	4

Total 20



14.



13.



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Bouquets

Whisper Bouquet (Medium)

Category: Chempetre Chic

Reference Images:



Flowers:

	Stems (#):
Astrantia (white)	3
Rosa miraculous	3
Asclepias (orange)	5
Alstro (orange)	3
Eryngium sirius	3
Alstro (dark pink)	5
Sp rose bombastic	5
Freesia clementine	3
Total	30

Added 1 more flower for a total of 30

Foliage:

	Stems (#):
Green bell	4
Silve lavender	4
Stypagras	4
Panicum	4
Eucalyptus cinerea	4
Total	20

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Bouquets

Fantasy Bouquet (Medium)

Reference Images:

Category: Chempetre Chic



Flowers: Stems (#):

Dianthus 10

Spray dianthus (red) 10

Spray dianthus (pink) 10

Total 30

Foliage: Stems (#):

Rosemary 6

Green bell 7

Jasmine 7

Total 20

Not sure of the numbers of stems here

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Bouquets

Cream Bouquet (Medium)

Reference Images:

Category: Classic

Flowers:

Stems (#):

Total

-

Foliage:

Stems (#):

Total

-

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Bouquets

Spark Bouquet (Medium) Reference Images:

Category: Classic

Flowers: Stems (#):

Total -

Foliage: Stems (#):

Total -

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Bouquets

Secret Lover Bouquet (Medium)

Reference Images:

Category: Structural



Flowers: Stems (#):

Quicksand rose	3
Secret garden rose	3
Rose (cafe latte)	2
Spray rose	4
Rananculus	4
Wax	4
Dendrobium	3
Lisianthus	3
Alstroemeria	4
Total	30

Added 1 more flower for a total of 30

Foliage: Stems (#):

Green bell	4
Silver lavender	4
Total	8

Alright to have a total of 8?

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Bouquets

Flame Bouquet (Medium)

Category: Structural

Reference Images:



Flowers:

Stems (#):

Total

-

Do not know the type of flowers used in this bouquet

Foliage: Stems (#):

Mint	10
Lavender (silver)	10
Rosemary	10
Total	30

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Bouquets

Soho Bouquet (Small)

Category: Structural

Reference Images:



Flowers: Stems (#):

Anigozanthus	4
Quicksand rose	4
Spray rose	4
Asapanthus (white)	4
Rananculus	4
Total	20

Foliage: Stems (#):

Ammi	4
Magnolia branches	3
Umbrella fern	3
Total	10

Changed the number to show some of the
small Louise Roe vases

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14. Vases, Trays and Bowls

Minature Trays Minature Trays

Terrazzo Dimple Tray

Specifications: 4.8 cm diameter x 1.4 cm height

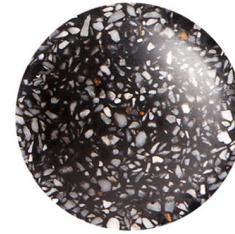
Link: <https://www.zakkia.com.au/terrazzo-dimple-tray-small-rose>



Small Rose



Small Snow



Small Black



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Vases

Zakkia

V1 RRP: \$38.09

Terrazzo Vase - Snow Quantity: 3

Specifications: 21.5 cm height x 9 cm diameter Order placed on: 20/03/2019

Link: <https://www.zakkia.com.au/terrazzo-vase-snow> Estimated delivery date: 28/03/2019



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Vases

Zakkia

V2

Polished Cylinder Vase - Brass

Specifications: 19 cm height x 6.5 cm diameter

Link: <https://www.zakkia.com.au/polished-brass-vase>

RRP: \$34.86

Quantity: 3

Order placed on: 20/03/2019

Estimated delivery date: 28/03/2019



Fine Blooms Products

Planning for the Launch of the E-Commerce Website

Vases

Zakkia

V3 RRP: \$40.02

Terrazzo Vessel Rounded - Snow Sprinkle Quantity: 3

Specifications: 10 cm height x 8.3 cm diameter Order placed on: 20/03/2019

Link: <https://www.zakkia.com.au/terrazzo-vessel-rounded-snow-sprinkle> Estimated delivery date: 28/03/2019



Fine Blooms Products

Planning for the Launch of the E-Commerce Website

Vases

Zakkia

V4

RRP: \$34.86

Polished Cylinder Vase - Silver

Quantity: 3

Specifications: 19 cm height x 6.5 cm diameter

Order placed on: 20/03/2019

Link: <https://www.zakkia.com.au/polished-cylinder-vase-silver>

Estimated delivery date: 28/03/2019



18/04/19

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Vases

Zakkia

P1

Terrazzo Pot - Snow

Specifications: 15.1 cm height x 14.9 cm diameter

Link: <http://www.zakkia.eu/terrazzo-pot-snow>

RRP: \$48.00

Quantity: 3

Order placed on: 20/03/2019

Estimated delivery date: 28/03/2019



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Vases

Zakkia

P2

Terrazzo Pot - Rose

Specifications: 15.1 cm height x 14.9 cm diameter

Link: <http://www.zakkia.eu/terrazzo-pot-rose>

RRP: \$48.00

Quantity: 3

Order placed on: 20/03/2019

Estimated delivery date: 28/03/2019



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Planning for the Launch of the E-Commerce Website

Vases

Zakkia

T1 RRP: \$109.10

Round Tray Set of 2 - Brass

Quantity: 3

Specifications: S: 25 cm diameter x 1.5 cm height

Order placed on: 20/03/2019

L: 35 cm diameter x 1.5 cm height

Estimated delivery date: 28/03/2019

Link: <https://www.zakkia.com.au/polished-brass-vase>



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Planning for the Launch of the E-Commerce Website

Vases

Zakkia

T2 RRP: \$109.10

Round Tray Set of 2 - Silver

Quantity: 3

Specifications: S: 25 cm diameter x 1.5 cm height

Order placed on: 20/03/2019

L: 35 cm diameter x 1.5 cm height

Estimated delivery date: 28/03/2019

Link: <https://www.zakkia.com.au/round-tray-set-of-2-silver>



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Vases

Zakkia

T3

Round Tray Set of 2 - Black

Specifications: S: 25 cm diameter x 1.5 cm height

L: 35 cm diameter x 1.5 cm height

RRP: \$109.10

Quantity: 3

Order placed on: 20/03/2019

Estimated delivery date: 28/03/2019

Link: <https://www.zakkia.com.au/round-tray-set-of-2-black>



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Bowls

Zakkia

B1

Hammered Bowl - Brass

Specifications: 10.5 cm diameter x 3 cm height

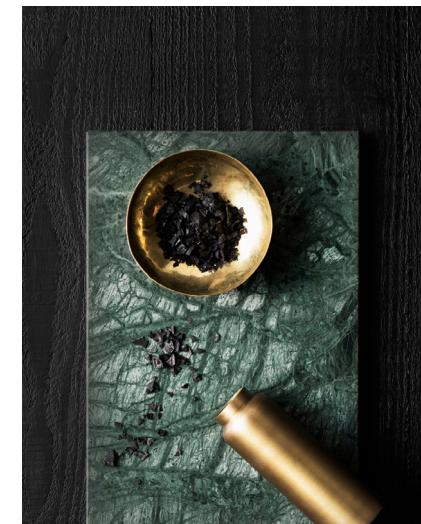
Link: <https://www.zakkia.com.au/polished-brass-bowl>

RRP: \$25.17

Quantity: 3

Order placed on: 20/03/2019

Estimated delivery date: 28/03/2019



Fine Blooms Products

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Vases

Bits and Pieces Vases

V15

Price: 3,200 AED

Name?

Quantity: ?

Specifications: 18 cm diameter x 11 cm height

Order placed on: ?

Designer: Studio Sahil

Estimated delivery date: ? / how long will product take to

Weight?

deliver?

Link: [?](#)

Description: Dubai sand bowl vase



Fine Blooms Products

Planning for the Launch of the E-Commerce Website

Vases

Bits and Pieces Vases

V16

Price: 4,200 AED

Name?

Quantity: ?

Specifications: 20 cm diameter x 36 cm height

Order placed on: ?

Designer: Studio Sahil

Estimated delivery date: ? / how long will product take to

Weight?

deliver?

Link: [?](#)

Description: Dubai sand bowl vase



Fine Blooms Products

Planning for the Launch of the E-Commerce Website

Vases

Bits and Pieces Vases

V17

Price: 3,820 AED

Name?

Quantity: ?

Specifications: 20 cm diameter x 10 cm height

Order placed on: ?

Designer: Studio Sahil

Estimated delivery date: ? / how long will product take to

Weight?

deliver?

Link: [?](#)

Description: Dubai sand bowl vase



Fine Blooms Products

Planning for the Launch of the E-Commerce Website

Vases

Bits and Pieces Vases

V18

Price: 2,670 AED

Name?

Quantity: ?

Specifications: 10 cm diameter x 12 cm height

Order placed on: ?

Designer: Studio Sahil

Estimated delivery date: ? / how long will product take to

Weight?

deliver?

Link: [?](#)

Description: Dubai sand bowl vase



Fine Blooms Products

Planning for the Launch of the E-Commerce Website

Vases

Bits and Pieces Vases

V19

Price: 4,200 AED

Name?

Quantity: ?

Specifications: 20 cm diameter x 38 cm height

Order placed on: ?

Designer: Studio Sahil

Estimated delivery date: ? / how long will product take to

Weight?

deliver?

Link: [?](#)

Description: Dubai sand bowl vase



Fine Blooms Products

Planning for the Launch of the E-Commerce Website

Vases

Bits and Pieces Vases

V20

Price: 2,670 AED

Name?

Quantity: ?

Specifications: 12 cm diameter x 9.5 cm height

Order placed on: ?

Designer: Studio Sahil

Estimated delivery date: ? / how long will product take to

Weight?

deliver?

Link: [?](#)

Description: Dubai sand bowl vase



Fine Blooms Products

Planning for the Launch of the E-Commerce Website

Vases

Bits and Pieces Vases

V21

Price: 5,150 AED

Name?

Quantity: ?

Specifications: 30 cm diameter x 34 cm height

Order placed on: ?

Designer: Studio Sahil

Estimated delivery date: ? / how long will product take to

Weight?

deliver?

Link: [?](#)

Description: Dubai sand bowl vase



Fine Blooms Products

Planning for the Launch of the E-Commerce Website

Timeline

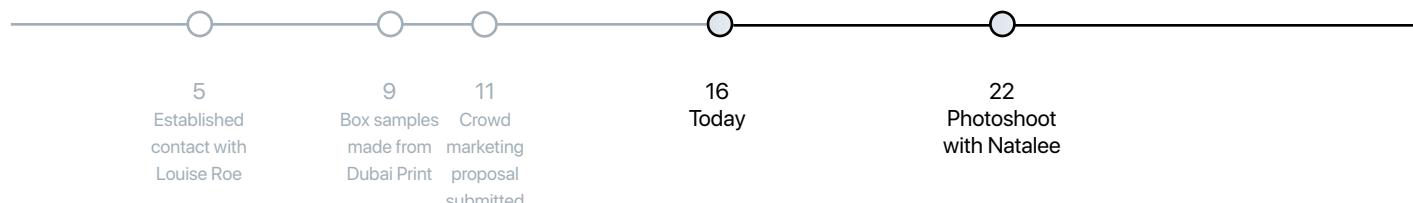
February 2019



March 2019



April 2019



1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31

18/04/19

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