**BUSINESS PLAN FOR A FLOWER DELIVERY /ONLINE FLOWER STORE APP**

**Introduction**

ABC is a large company operating the e-commerce site teleflora.com. Teleflora sells its products and services in the flower delivery industry. Teleflora is a less active brand when it comes to discounting and offering coupons. Teleflora has good ratings among shoppers on Knoji, with 50 ratings and an average rating of 3.4 stars. Teleflora scores very well compared to other brands in the flower delivery industry, providing 18 e-commerce features to better serve its customers. With the tremendous growth of the Internet and the expansion of the World Wide Web, more and more information is being put on the Internet. The Internet creates a global marketplace that breaks the barrier of time, place and distance, within which conducts Electronic Commerce.

**Market opportunity**

From the past few years, the marketing of floral products has increased dramatically throughout the world. Today the floral industry has developed into one of the major rising industries in different countries of the world as the uses of flower are increasing day by day. Actually from very starting of civilization, flower is considered as an indicator of worship and beauty. People habitually use these floral products in most of their rituals like marriage, birthday, funeral, and religious offerings and sometimes in social, political, and historical events. The color and exquisiteness of flower permit everyone to convey messages and to express one’s feelings immaculately.

Furthermore, in Washington DC,the florist business is also flourishing. The uses of flower in different occasions have gained immense thrust among the people of the city.

Traditionally, when a person wishes to buy some flowers or buy a gift, he or she has to walk in to the particular florist or gift shop to look at the product before making any decision. Very often, customer will go around different shops to compare between them, which is time consuming. Another option to purchase is making inquiry through the phone. However, this is not likely to be the preference, as the buyer does not have visual contact on the product.

Traditional commerce provides simple customer services such as delivery service and wrap service.

Consumers might need to wrap and delivery the flowers or gifts to the recipient himself or herself, which is also time consuming.

Nowadays people live in a busy environment. They are doing thing in a faster and efficiency manner. So, set up an e-commerce site that provides all those services will surely attract customers. Besides that, some others deficiencies of traditional commerce are due to environment factor, human behavioral and business issues. For example, in the environment factor, there are a lot of environment issues such as the weather, the distance of the shopping malls, and the traffic jam problem, which cause the ineffective of purchase thing. Human behavioral such as laziness and timeless will force them to go shopping online. Setting up an online shopping system business is much more easier. Less capital and labor, not many management problems occur in a small online shopping system business. The emergence of the electronic commerce and the Internet as the medium has provided a new dimension to the personal computer industry.

In Washington DC Metro, there are at present some 1,300,000 registered Internet users

Considering that more than one registered user in a home may use the ID and that more than one registered user exists in corporate IDs, the number of Internet users is actually much bigger. Based on a multiplier of 4, the actual number of Internet users in Malaysia could be as high as 1.2 million. All of them are potential online shoppers.

**Industry attractiveness and trends**

* Annual CAGR of 16%
* Seasonal business
* Minimum capital requirements of $65,000.

**Business overview**

ABC is an e-commerce and delivery app that will promotes and sells various flowers and gifts on the Internet.

Business model canvas

**Product description**

ABC will be divided into 2 main sections: Customer Section and Administrator Section. Customer Section allows the Internet users to browse and make order on the available items. On the other hand, the Administrator Section includes the user interfaces for authorized online shop's administrators to maintain their database and others administrative tasks.

**Features**

* Account Setup Panel
* Convenient Pickup - Delivery Scheduling
* Real-Time Order Tracking Tool
* Cost Calculator
* Re-Order
* Real-Time Pop Up Notifications
* Order Status With History
* Product Search Filter
* Multiple Address Options
* Offers and Discount Coupons
* Share If Product Is Good
* Digital Invoice Generating Tool
* Multiple Payment Processing Systems
* Ratings & Feedback Management System
* In-App Chat Helpline

Favorites

**Customer Profile**

Average client will be a middle­ to upper middleclass man or woman living in Washington DC metropolis area

Common traits among clients will include:

* Annual household income exceeding $50,000[[1]](#footnote-1)
* Resident of Washington DC metropolis
* Within the Company’s target market of the greater New York metropolitan area, there are more than 2 million potential customers for the business.

**Target customers.**

* Private customers- key retail customers are businessperson, housewife, couples and the elderly.
* Commercial accounts- such as banks, hotels, large corporations, upscale restaurants, cof-fee shops and consulate/foreign trade offices

**Marketing Strategies**

Foremost, the business will benefit tremendously from its relationship with the Franchisor. The business will pay the franchisor 5% of aggregate sales. In exchange for ongoing royalties, the business will receive ongoing marketing support

1. Income levels of $50,000 and above are more likely spend a lot on flowers [↑](#footnote-ref-1)