

01

Bloom's



Flower, Gifts & Pure Happiness

General Merchandising - Flowers & Gifts



GROUP 10

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Product Category

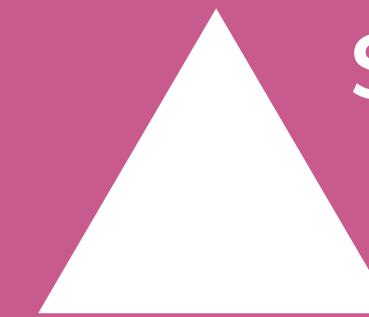
General Merchandise - Speciality Goods

Items Within The Product Category

- Ready-to-pick Bouquets
- Custom-made Bouquets
- Personalized preferences - cups, pens, notes, cards etc
- Perfect Complimentary Gifts
- Add-ons e.g. scented Candles, Balloons, gift cards etc

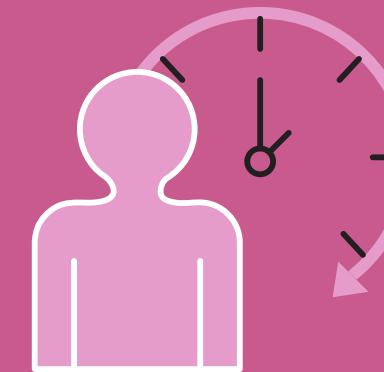


Value Proposition



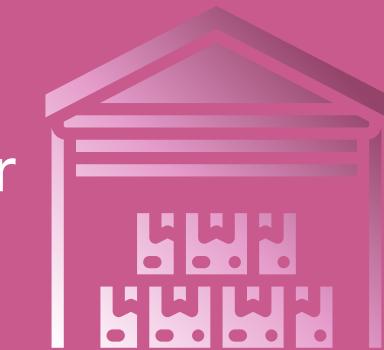
Service

Making the purchase decision easier for the customers



Holding inventory

Keeping enough stocks to meet customer requirements at all time



Breaking Bulk

Provide people smaller quantities according to their personal needs



Points of Purchase

Bringing the products in closer proximity for the consumers



Unique Selling Point

- Quality product/service at affordable rates
- Personalized gift items
- Free consultation and ideas



Target Market

- Broad consumer base - children, young, elderly
- Predominantly romantic couples, Gen Y & Z friend groups
- Upper middle and upper class



Product

- Narrow and deep assortment
- imported and local variety
- customized and ready to pick bouquets

Price

- Premium yet competition-based pricing in all categories
- occasional offers and loyalty programs
- Would vary in terms of the bundle and variety of the flowers/gifts chosen

Promotion

- Social media pages (Facebook and Instagram)
- direct emails
- Instore marketing
- early bird discount
- sponsor events
- Billboards and flyers

Place

- Market place- G1 Johar Town
- Online Website

7P's →

Process

- Customer Service
- Customer Relationship Management
- Inventory and Delivery Management

People

- 
- Ethics and Philosophy
 - Store team
 - Vendors/ Suppliers

Physical Evidence

- 
- Store Environment
 - Visual Merchandising
 - In-store and online experience

Pricing

Premium + Competitive

- Premium yet competitive pricing on our imported products.
- Competitive- lower than our competitors to gain consumer attraction.
- Greater profitability.



Retail Network

Brick and Mortar Store



- G1 Block, Johar Town, Lahore
- Primary Channel
- SOP's strictly regulated

Online Channel



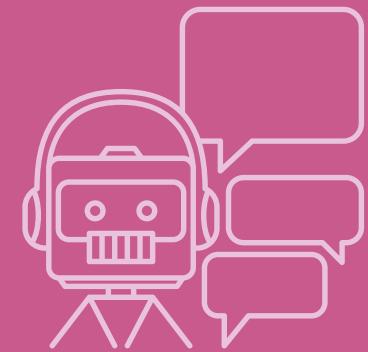
- User-friendly website experience
- Shopblooms.com
- Home- Delivery to audience city-wide

Technological Edge/Advantage

QR Codes- for in-store offers and information



AI Chatbots-
24/7 Customer Support



Mobile Transactions-
Contactless payments



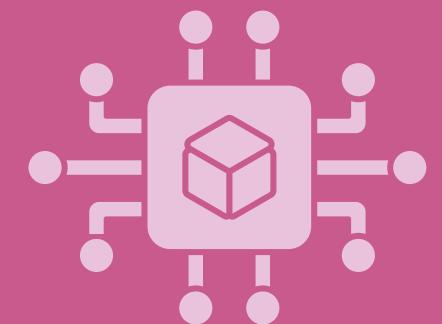
Order Online and
Pick up



Track your Order
Via App



Product Customization
Make your own Bouquet

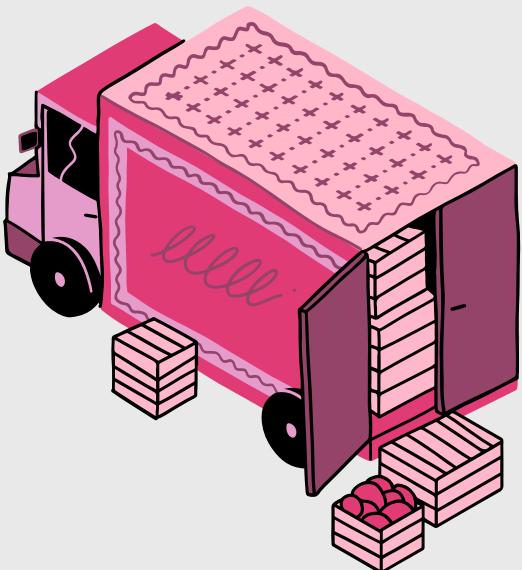




Merchandise Management

Sourcing

- Inventory Management
- Import from International Markets
- Stock Replenishment



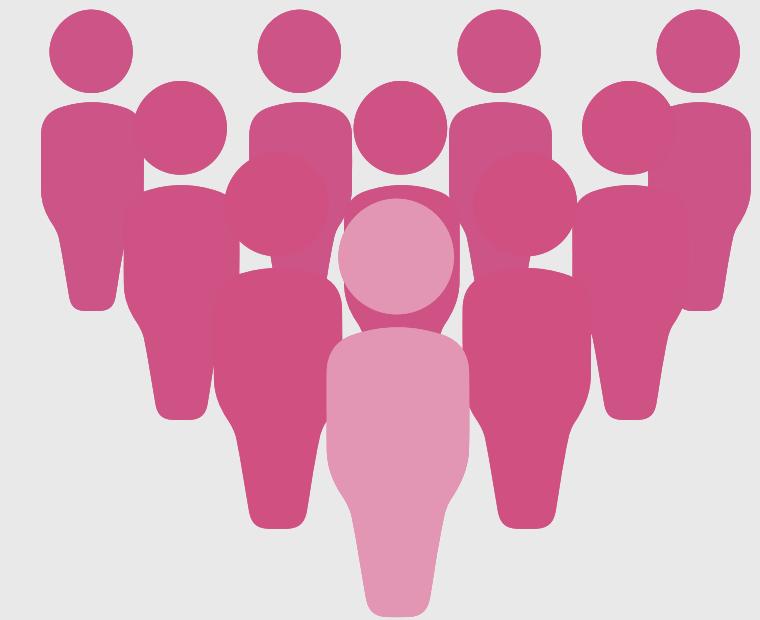
Demand Forecasting

- Develop brand's DataBase
- Historical Data
- Competitive Analysis

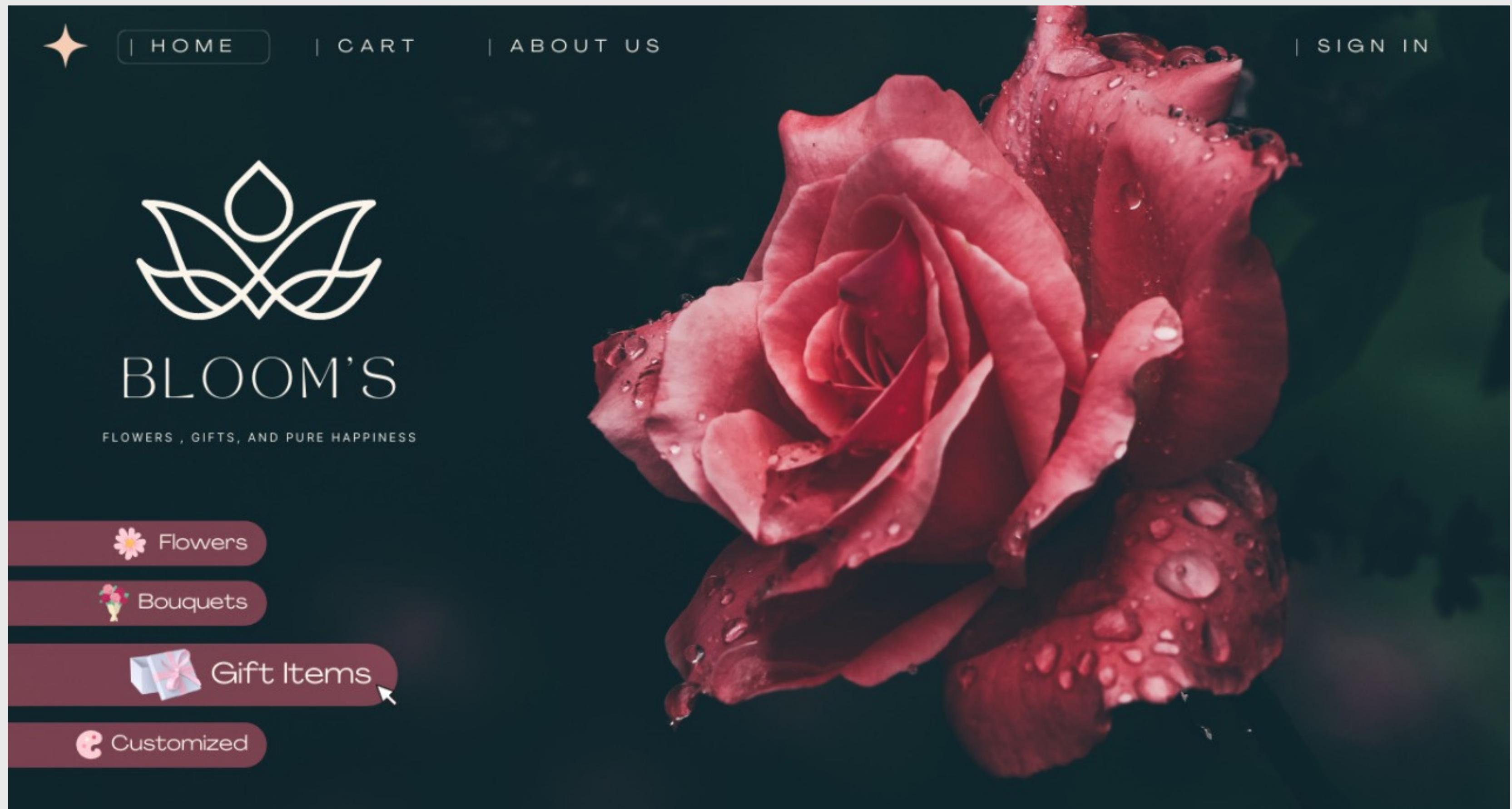


Store Team

- Informed Sales staff
- Trained florists and decorators
- delivery staff



Proposed Website Interface



The website interface features a dark teal header bar at the top. On the left side of the header, there is a small gold star icon followed by navigation links: "HOME" (which is highlighted with a white rounded rectangle), "CART", and "ABOUT US". On the right side, there is another link "SIGN IN". Below the header, the main content area has a dark teal background. On the left, there is a white logo consisting of three stylized leaves or petals, and the text "BLOOM'S" in a white serif font, with "FLOWERS , GIFTS, AND PURE HAPPINESS" in a smaller white sans-serif font underneath. To the right of the logo, there is a large, detailed photograph of a red rose with water droplets on its petals. At the bottom left, there is a horizontal menu bar with four items: "Flowers" (with a flower icon), "Bouquets" (with a bouquet icon), "Gift Items" (with a gift box icon, which has a white mouse cursor arrow pointing to it), and "Customized" (with a heart icon). The "Gift Items" button is also highlighted with a white rounded rectangle.

Proposed Location

- Trade Area - Lahore, Punjab, Pakistan
- Catchment Area - Johar Town, TECH, PCSIIR, Canal view, Faisal town
- Market Place - G1 Market, Johar Town
- Site - Shop # 1 Unique Arcade G-1 Market Johar Town Lahore Punjab 54000 PK

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Availability listed on [Zameen.com](#)



Proposed Location Evaluation

Traffic Flow

- Heavy flow of traffic during Peak hours
- traffic warden keep the traffic moving



Accessibility



- Main, carpeted Road with a green belt
- Connected via canal Road, Shaukat Ali Road

Cost



- Rent - PKR 50000/ Monthly
- Utility - standard, commercial charges



Adjacent Tenants

kitchen Cuisine, Jahangir sons Plaza

Visibility

Frontal store with 2 sides glass display

Parking

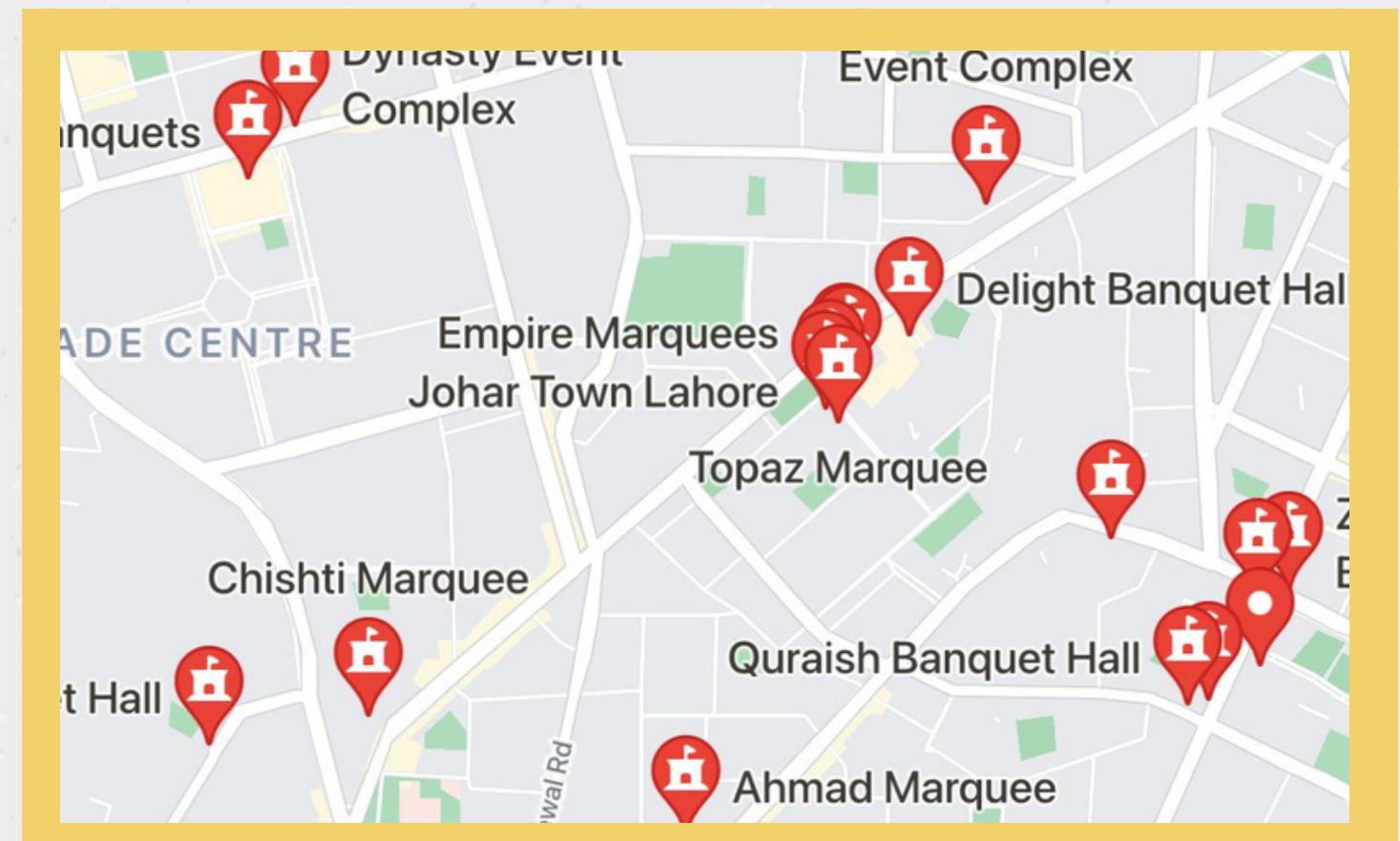
Arcade Plaza's own parking facility

Proposed Location

- A large number of posh housing societies like TECH, PSCIR, Alpha, Canal View in nearby areas - Target Market
-
- Concentration of confectionary shops and banquet halls in the surrounding area
- Schools, Hospital, Market place, and eateries attract an influx of customers
- Lack of potential competitors like Blossoms, House of flowers, Sentiments
- Canal Road Links major areas of Lahore



Concentration of Confectionary shops around



Concentration of Banquet halls in nearby localities

Store Layout

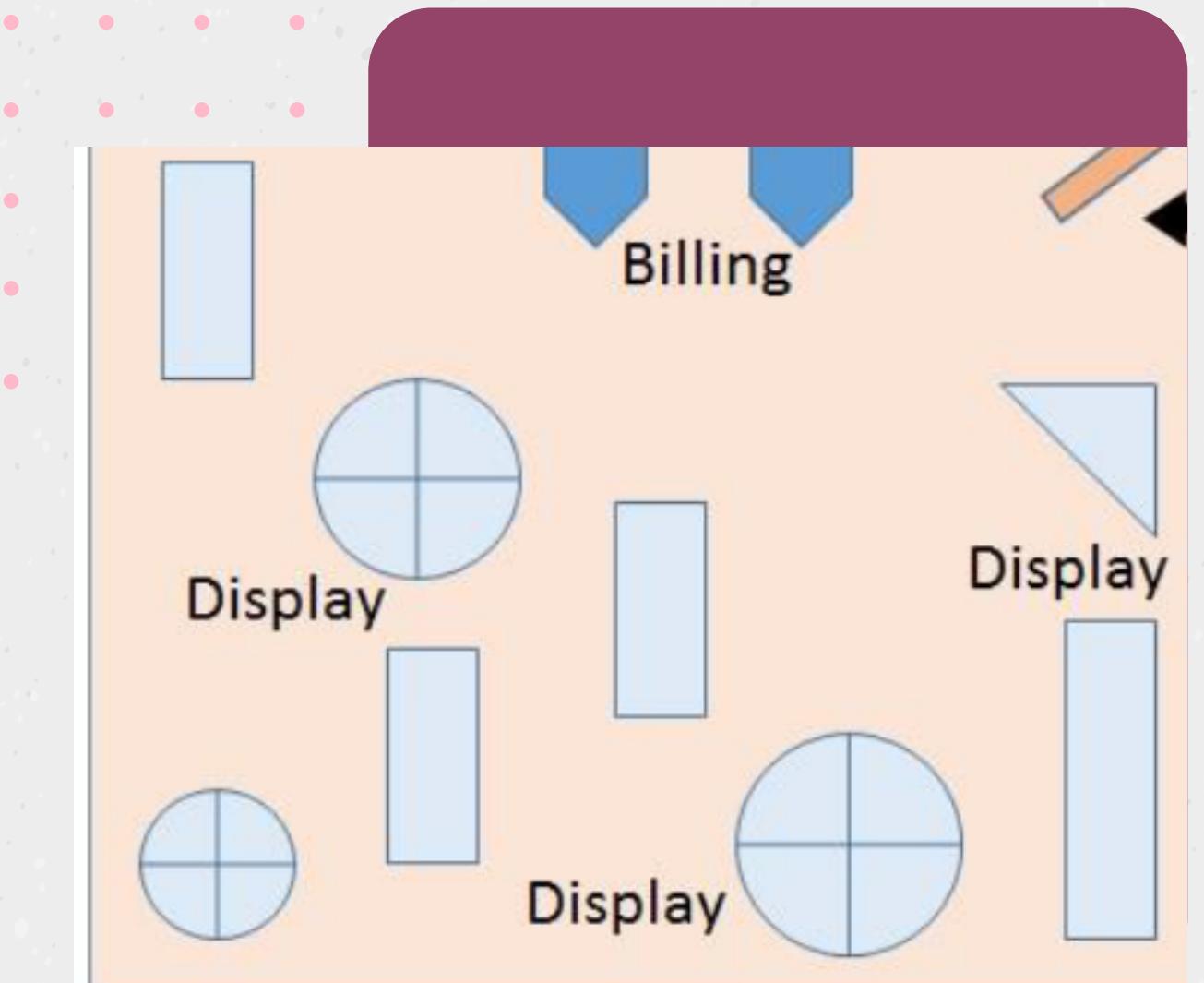
Free Form - Boutique Layout

Flower & gift shopping is a hedonic need

Aesthetic and welcoming environment to attract customers

Intimate and enjoyable experience for the customers

Dedicated corner - wrapping, flower arrangements and other designing takes place



Huge window displays to showcase product assortment



Single cash wrap to minimise space utilization

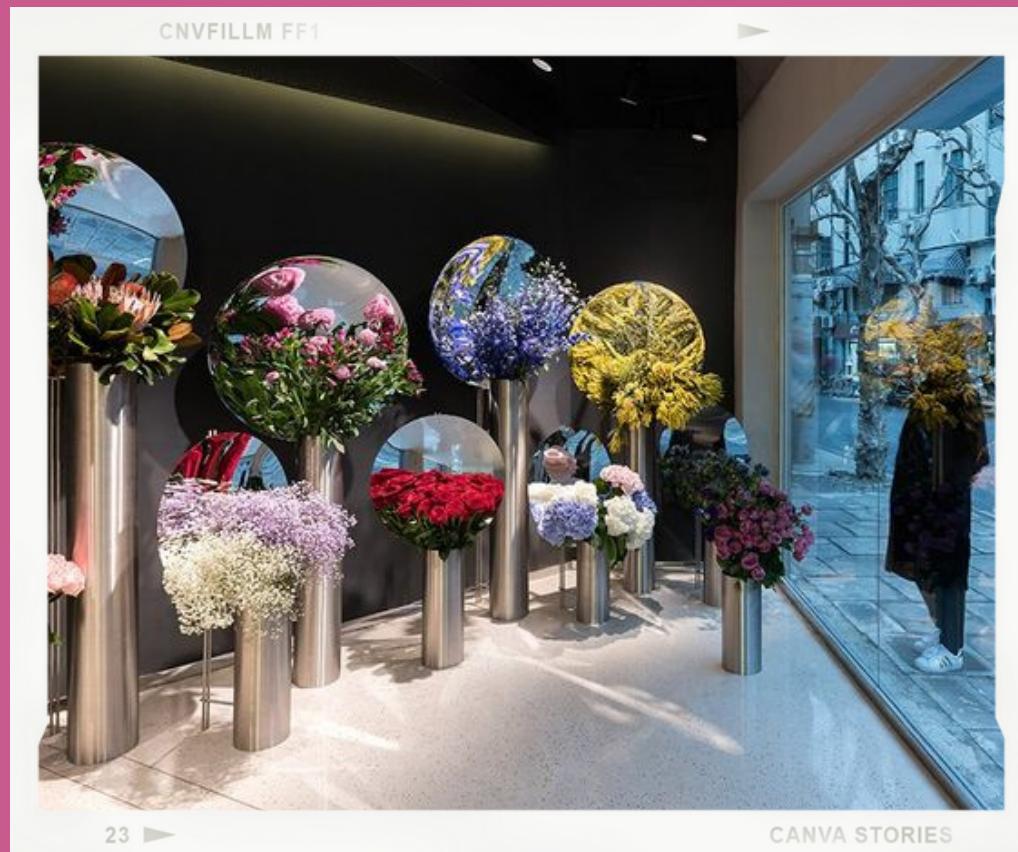
Main products are placed visibly within appropriate sections to facilitate planned buying.

Complementary goods like gift cards, wrapping sheets accessories placed strategically to increase unplanned purchases.



Visual Merchandising

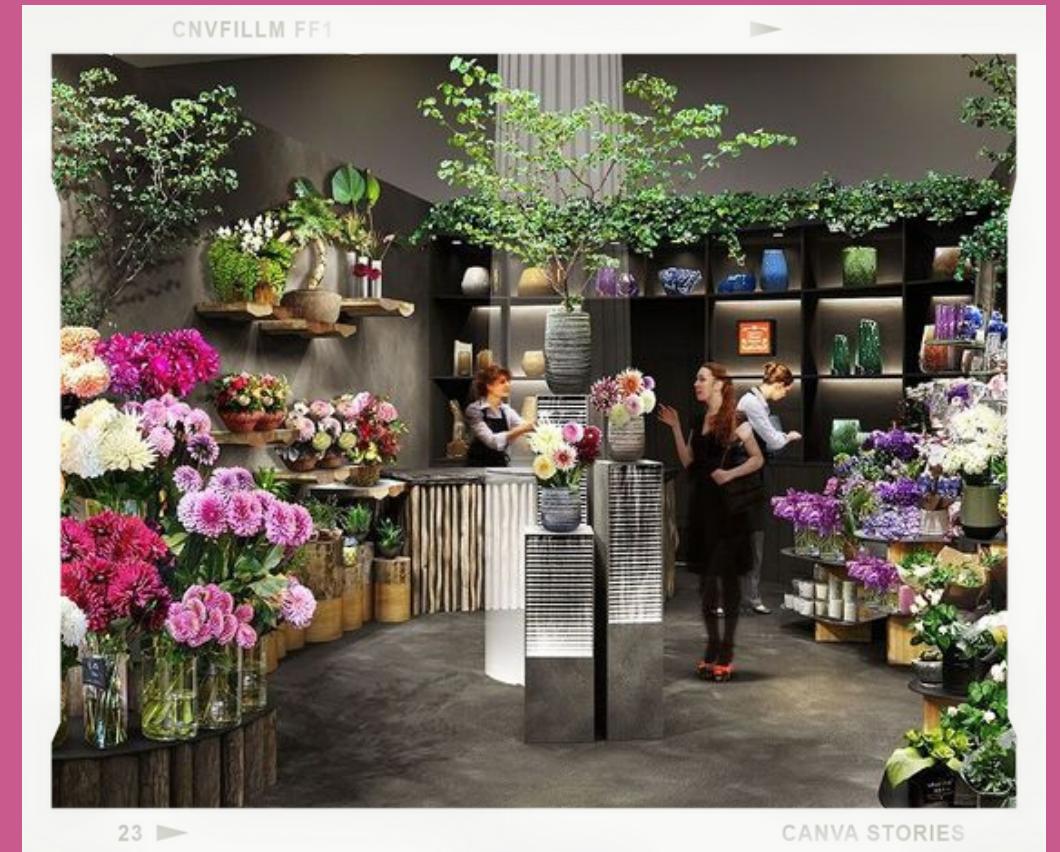
Heavy on Feature Areas



Artistic window
Display



Color Presentation



Wall, Shelves, Free Standing
Instore Display

Ambiance

Natural and relaxing environment

Aesthetic vibe

Relevant quotes



LIGHTING

Layered lighting - Natural light, Cove lighting, track lights
- ambient and accent lighting

Led Lighting - conserve energy & flowers sensitive to heat
CRI higher than 90 - color sensing



MUSIC

Romantic and soothing music
Preferably western playlist



FRAGRANCE

Natural Scents - convey authenticity
controlled smell - not to overwhelm customers
with flower fragrances

Numerous experimental studies have shown that background music affects consumer behaviour in a retail environment. Some of these have tested the degree of congruence between the music played in the store and the type of goods sold. An experiment was carried out in a flower shop, where love songs and romantic music (congruence condition), pop music (music usually played in the flower-shop) and no music (control condition) were played. The results show that the mean amount of money spent was significantly higher in the love songs and romantic music condition compared with the other two, whereas the pop music condition did not lead to an increase in the amount of money spent compared with the control, no music, condition.

Source: (10) See if in the study congruence between background music and goods in a florist). From The International Journal of Retail, Distribution and Consumer Research, Volume 10, Issue 1, 2000.

COLORS

Exterior: Green - Earthy & calm
Warmer tones to enhance product visibility



Signage

Exterior signage

- Neon Sign
- Brand name & Logo
- Front-lit



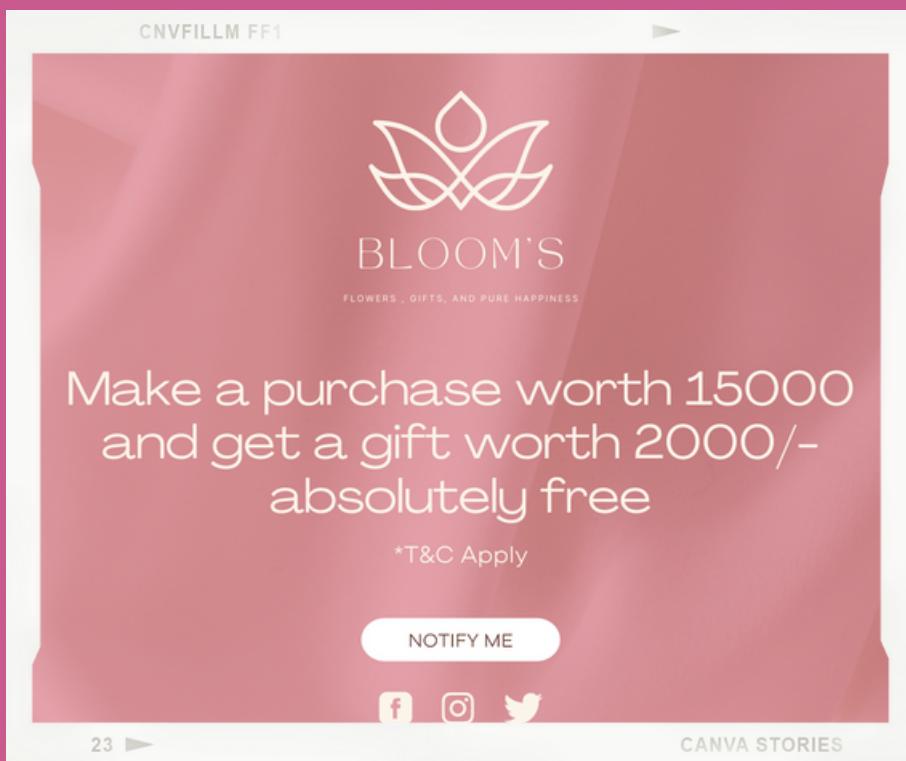
Digital Signage

- 2D Display
- Catalogs items - showcasing different flower arrangements, gifting varieties, and how these can be complemented together



Promotional Signage

- In stores & Online
- Increases customer interests and boast sales



Functional Signage



Category & Point of sale signage

- Identify type of products
- Information about product features, price and etc



Sustainability

Consideration of the environmental and social impact through our retail outlet



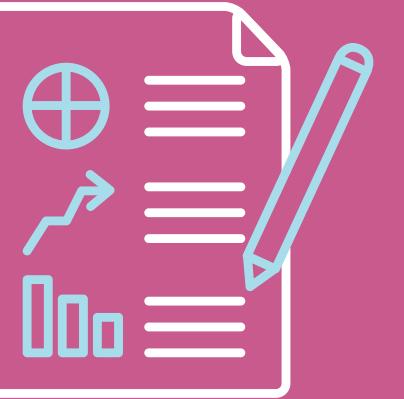
- 01 Supporting Local Farms - buying local seasonal flowers
- 02 Eliminate Plastic - Paper and clothing wraps
- 03 LED Lighting - conserve energy
- 04 Composting Waste



Customer Relationship Management

Data Collection

- Salespoint system
- Barcode system
- Website



Implement CRM

- Special Discounts
- Personal recommendations



Customer Segmentation

- Loyalty segments
- Purchased cart items
- Number of visits

Develop CRM Program

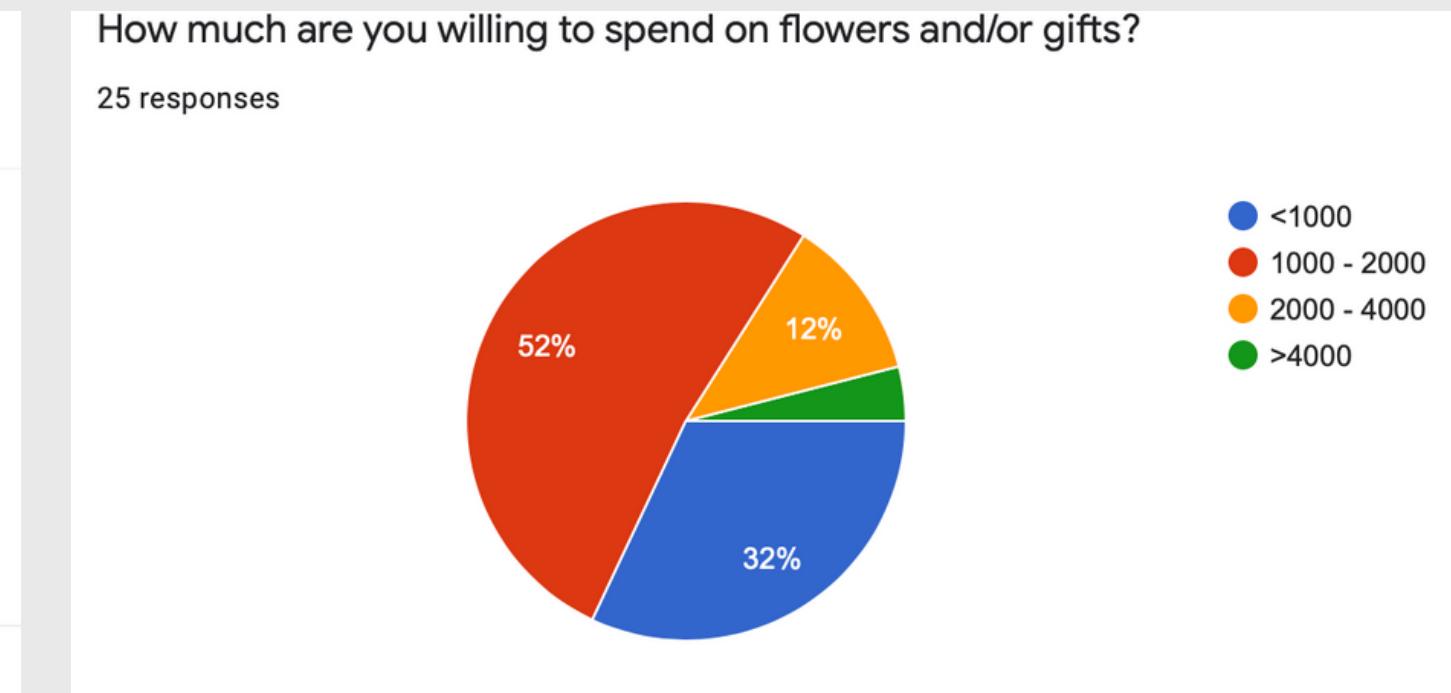
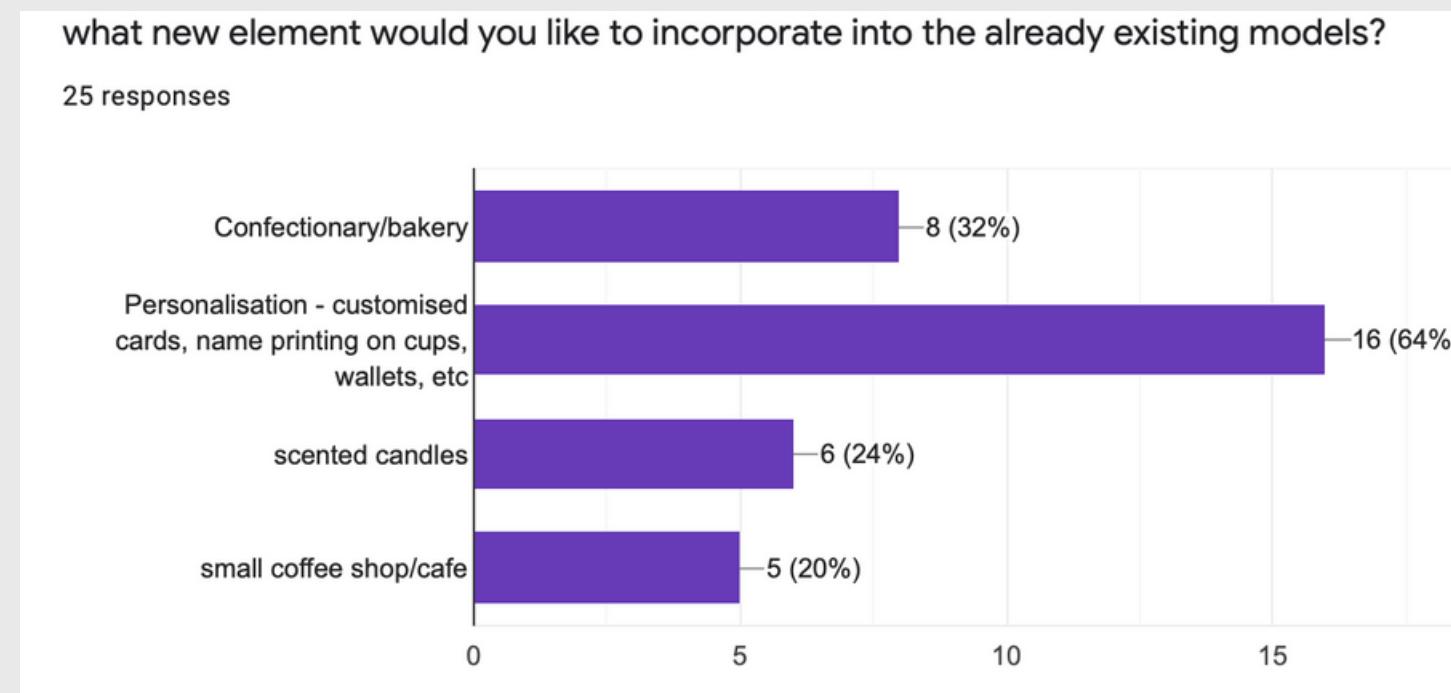
- retain profitable customers
- convert good customers into into profitable customers
- get rid of unprofitable customers

Customer Service

Recognise

3 R's of Customer Sustainable Retailing

- Before launch, we decided to get consumers insights about buying preferences, needs and wants, and do's and don't
- Survey was carried out and the following insights were generated



Any frequent/ recurring retail issue you would like us to tackle? (could be related to customer service, assortment, delivery..)

6 responses

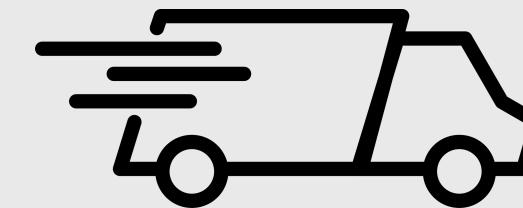
| |
|--|
| NA |
| Customer Service |
| On time delivery |
| No |
| Costumer satisfaction should be your first preference |
| such premium flower shops are often away from confectionary shops so, have to cover a long way to get a cake or bakery item along. |

Gaps Identified

Prices too high -Most of the participants are not willing to pay more than PKR 3000 for a single purchase

Customer service and delivery - pressing retail issues faced by most participants

Increase features - personalization and inclusion of confectionary items most suggested



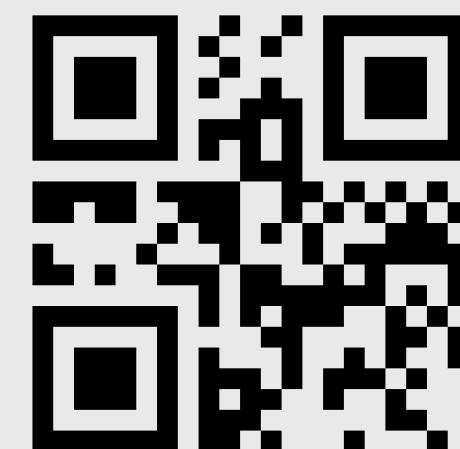
These customer expectations were incorporated in our model in the form of lower prices, faster delivery, personalisation and dedicated customer service

After Launch

Customer review register/ QR code

Customer feedback form on website

Social Media evaluation



Payment

convenient & seamless

- credit card acceptance
- self-checkout - digital transaction
- Mobile banking
- Online payment with in-store pick up and delivery
- Cash on delivery



Staff assistance

- consultation services - expert florists
- professional & accommodating staff
- trained not to invade customers privacy

Respect & Reward

Website

- User-friendly interface - smooth experience
- Product catalog
- Live chatbox
- Recommendations - Artificial Intelligence

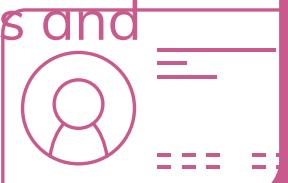


Special assistance

- Staff to accompany purchase to the car
- Ramp - Wheelchair Assistance

Loyalty Card

- incentivize & reward regular customers
- Birthday greetings and offers



Covid Sop's

- Maintain 6 feet distance
- mandatory mask
- vaccination certificate



Cash



Credit Card



QR Code



Payment Methods



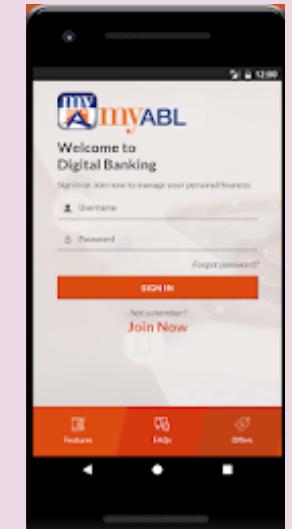
Microfinance Banks



Master Card



Online Bank Transfer



Performance Measurement



Business Performance Metrics:

- ROI Indicators
- Profitability
- Benchmarking



Sales Performance Metrics:

- Activity
- Lead Generation
- Sales Productivity



In-store experience

- Average time spent in-store
- Footfall conversion to sales
- Quality and Satisfaction



Employee Performance Metrics:

- Efficiency
- Productivity
- Employee ratings



Customer Satisfaction Measurement:

- Web Analytics
- Store Visits
- Rating, feedback cards

THANKYOU