

A decorative border of various colorful flowers (pink, blue, green, purple) and green leaves surrounds the central text.

THE ENCHANTED FLORIST

BUYING AND MERCHANDISING OPERATIONS RESEARCH EVENT

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I. EXECUTIVE SUMMARY

Introduction:

"Every flower is a soul blossoming in nature." - Gerard de Nerval

Hyper-personalization is the most advanced way brands can tailor marketing to individual customers. It is implemented by creating custom and targeted experiences through the use of data, analytics, A.I. (artificial intelligence), and automation. Hyper-personalization is a product of the future, and a strategic plan with the objective to implement it should be followed swiftly in order to gain a competitive advantage and truly bloom within the floral industry.

Client: The Enchanted Florist, owned by Tammy Crawford, has been carefully curating floral arrangements for the citizens of Monument, Colorado for 13 years. The florist specializes in seasonal bouquets, novelty gifts, and specialty bouquets. By maintaining a tight-knit staff, The Enchanted Florist is unparalleled in service and quality.

Target Market: (as identified by owner and customer survey)

Demographic:	Geographic:
<ul style="list-style-type: none">❖ 30-60 years (Baby Boomers & Generation X)❖ Annual income over \$100,000❖ College educated	<ul style="list-style-type: none">❖ Live or work in the Monument and surrounding Colorado Springs areas
Psychographic:	Buying Behaviors:
<ul style="list-style-type: none">❖ Generous❖ Values quality❖ Family-oriented	<ul style="list-style-type: none">❖ Tend to purchase gifts❖ Little to no price sensitivity❖ Brand loyal

Research Methods Used in the Study:

Research Goals:

- ❖ Evaluate The Enchanted Florist's current marketing strategies
- ❖ Assess competitors' marketing strategies and methods
- ❖ Gather specific data pertaining to customer preferences and buying behaviors

Research Methods:

Primary and secondary research was conducted to collect information about The Enchanted Florist's brand image, online presence, and customer opinions.

Primary:	Secondary:
<ul style="list-style-type: none">➤ Owner Interview➤ Employee Interview➤ Customer Survey - <i>Collected 64 responses from current and potential customers</i>	<ul style="list-style-type: none">➤ Internet Research<ul style="list-style-type: none">○ The Enchanted Florist○ Community○ Local competitors○ Industry trends

<u>Findings</u>	<u>Conclusions</u>
1. The Enchanted Florist has not utilized Instagram since 2019, and has yet to create a Twitter account	→ The Enchanted Florist's social media presence is weak
2. In the survey, 54.9% of respondents stated their main reason for not purchasing is pricing	→ The Enchanted Florist's prices are high in relation to the competition
3. The Enchanted Florist does not update their bouquets with the industry trends	→ The Enchanted Florist does not stay up to date with industry trends
4. The Enchanted Florist does not personalize any of their services	→ The Enchanted Florist has a lack of hyper-personalization

Proposed Strategic Plan:

Strategic Plan Objectives:

The G.I.V.E. Initiative



enerate a positive brand image



improve social media presence



alue industry trends while maintaining a unique style



ngage in hyper-personalization strategies

Proposed Strategic Plan:

ACTIVITY:	TIMELINE:	ANNUAL COST:	DESCRIPTION:
FLORAL DESIGN CONTEST	<i>Begin May 2023, repeat six times/school year</i>	\$600	A contest, allowing for community youth to exhibit their creativity, will invite Lewis-Palmer District 38 students to design a floral arrangement in their preferred medium. The winning students will be awarded a voucher for a free bouquet and their design made into a floral arrangement by the florist's designers.
PROMOTIONAL/ PERSONALIZED DISCOUNTS	<i>Begin May 2023, year-round</i>	\$200	With the use of a computer program, a rewards system will be created. These programs will offer discounts based on the frequency of purchases and personalized based on customer events (such as a birthday).
SPECIALIZED, CHARITABLE SALES	<i>Begin May 2023, repeat semi-annually</i>	\$300	A sale of two specialized bouquets will be conducted for \$150 each. The proceeds from this sale will go entirely to Tri-Lakes Cares, a local resource center.
SOCIAL MEDIA MANAGER	<i>Begin May 2023, year-round</i>	\$3,200	The social media manager will be a position appointed to a current staff member. Their responsibilities will include following trends, posting, and interacting with customers on social media.
SOCIAL MEDIA WALL	<i>Begin May 2023, year-round</i>	\$600	The social media wall will be an assortment of mock flowers, and will be available every month for photographs, improving social media presence.
PERSONYZE	<i>Begin May 2023, year-round</i>	\$5,400	Personyze is a hyper-personalization program that allows for constant marketing, customer service, analytics, and messaging.
THE SECRET GARDEN	<i>Begins June 2023, each year goes from June-August</i>	\$500	The Enchanted Florist will grow a garden in the summertime where the top customers will be able to go and pick wildflowers to make their own specialized bouquets. Refreshments and entertainment will be provided.

TOTAL ANNUAL COST: **\$10,800**

II. INTRODUCTION

A. Description of the business or organization

The Enchanted Florist, located in Monument, Colorado is a corporation specializing in floral and novelty products. Originally an interior design store, the owner, Tammy Crawford switched from decorations to flowers in 2010, and currently has four employees running the business. The Enchanted Florist's services include providing floral displays for different occasions and events, as well as delivery services. With Monument being smaller than most towns (population of 10,859 as of 2021), The Enchanted Florist separates itself from competitors by prioritizing quality. Quality is a main value of the florist, and it is demonstrated in both their products as well as their customer service. In addition, due to Monument being a growing town, implementing a plan of hyper-personalization allows for The Enchanted Florist to dominate the floral industry within the town.

B. Description of the target market

Demographics: The median age of Monument's residents is 35.6 years, making the town relatively young in comparison to nearby areas, so the target demographic age lies around 30-60 years old. The Enchanted Florist's target market mainly consists of Generation X and Baby Boomers. This market is full of parents that are college educated. The target market consists of customers with a household income of \$100,000+, as The Enchanted Florist is among the more expensive florists. This means that the florist targets an older, wealthier demographic.

Psychographics: As The Enchanted Florist concentrates on gifts (flowers and novelty items), the psychographics of their intended target market would be generous people that have families as well as close relationships with their loved ones. In addition, ideal customers for The Enchanted Florist would be communicative people who are loving and willing to purchase for those around them.

Geographics: The Monument and Northern Colorado Springs area.

Buying Behaviors: Thoughtful people who tend to buy gifts with little to no price sensitivity.

C. Overview of the business or organization's data collection practices for business decision making and current marketing strategies

The Enchanted Florist currently takes the customer's information after a purchase through the usage of Teleflora. This system collects names, phone numbers, and addresses for the business in order to aid customers' convenience (in case of repeat purchases). The current marketing strategies are mainly conducted through a 3rd party site (Teleflora), but lacks much personal marketing. They have social media pages (which have not been used since 2019) and little other forms of advertising.

III. RESEARCH METHODS USED IN THE STUDY

Research Goals:

- Evaluate The Enchanted Florist's current marketing strategies
- Assess competitors' marketing strategies and methods
- Gather specific data pertaining to customer preferences and buying behaviors

A. Description and rationale of research methods selected to conduct the research study

Primary Research Methods	Rationale
1) Owner Interview	The owner interview will allow for the collection of information which cannot be found online. It provides a deeper understanding of the history and passion of the business owner.
2) Employee Interviews	Employee interviews are utilized to get a less biased view of the business, as they first saw the business objectively. This creates a perspective that no other community member may provide, and allows for knowledge regarding the structure of The Enchanted Florist to be accumulated.
3) Customer Survey	Customer surveys provide an unbiased opinion of the business. In addition, due to the anonymity (which will be ensured) behind surveys, potential or current customers are willing and able to give insight that is purely honest and opinion based.

Secondary Research Methods	Rationale
1) Internet Research – The Enchanted Florist	Researching The Enchanted Florist as a business allows for a better understanding of their current marketing strategies. To better understand the target market, the products sold, the customers that buy the products, and the need for the products within the community, analyzing the website and social media proved to be most effective.
2) Internet Research – The Community	To better understand their impact within the community: local, business-related information was researched, giving better insights into the average customer and the overall target market.
3) Internet Research – Local Grocery Stores (competitors)	By researching information about Enchanted Florist competitors, a better understanding of the local competition was determined. Specifically the trends and marketing strategies of other competitors, which are limited to grocery stores, as the city of Monument does not have any other florists. This can be used to improve the strategies for Enchanted Florist.
4) Internet Research – Industry Trends	Industry trends were researched to see current strategies within the floral industry. This information will help with a more efficient hyper-personalization of Enchanted Florist.

B. Process used to conduct the selected research methods

Primary Research Methods:

- 1. Owner Interview:** After scheduling a set time with the owner of The Enchanted Florist, a variety of questions were asked. This interview took place on Wednesday, November 9 at 3:30 pm. Ms. Crawford (The Enchanted Florist Owner) discussed the business's background for an hour. Information about the business's background, data collection processes, marketing strategies, and current hyper-personalization methods were gathered.
- 2. Employee Interview:** The employees were interviewed individually and casually. The ins and outs of the operations of The Enchanted Florist were discussed and many inside details of the operations were shared. The interview included questions about employees' opinions on the work environment, customer relationships, and overall thoughts on their job.
- 3. Customer Survey:** A survey concerning the customers of The Enchanted Florist was conducted by posting it to Nextdoor (a neighborhood social media app) and Facebook groups that consist of Monument residents. The questionnaire asked questions that helped identify a customer persona and further determine a target market.

Secondary Research Methods:

- 4. Internet Research: *The Enchanted Florist*** - The Enchanted Florist website was examined to see what, when, and how items were sold. Social Media sites, such as Instagram, Facebook, Twitter, Nextdoor, TripAdvisor, and Yelp were also looked at to analyze the florist's online presence.
- 5. Internet Research: *Community*** - The US Census Bureau and Data USA sites were used to identify population and average age of Monument to better identify The Enchanted Florist's complete market to develop a more refined image of The Enchanted Florist's target market.
- 6. Internet Research: *Competitors*** - As there is a lack of competing florists in the Monument area, grocery stores' "floral shops" such as King Soopers and Safeway were examined.
- 7. Internet Research: *Industry Trends*** - Websites developed for the assistance of florists, such as TeleFlora, are used by The Enchanted Florist to understand the statistics and current trends in the floral industry.

IV. FINDINGS AND CONCLUSIONS OF THE STUDY

A. Findings of the research study

Primary Research Methods:

- 1) Owner Interview:** The owner of The Enchanted Florist said the business was founded in 2010, and has since become a corporation with two locations. The history of the business is described as "funny and interesting" by Tammy, who had no intention of ever owning a floral shop. Starting

her business career as a fashion designer, Tammy was working as an interior designer when the opportunity to run Monument's only floral shop fell in her lap. While continuing to work as an interior designer and the owner of The Enchanted Florist, revenue from interior design began to decrease, Tammy's full-time career became The Enchanted Florist, and she states that she couldn't be happier with how her life ended up. The Enchanted Florist's main product lines are flowers and floral arrangements, and its secondary product lines are novelty/seasonal gifts. The main target markets of The Enchanted Florist are Monument residents, young couples, and those having events and weddings in the Monument area. There are four employees at the Monument location, whose titles are lead designer (lead manager), secondary designer (lead designer's assistant), and office/delivery employees (answer phones, take orders, process orders). The Enchanted Florist's main competitors are grocery stores, but The Enchanted Florist has a large competitive advantage (quality). As far as data collection goes, use of a POS system is the main process. This system collects customers' phone numbers, addresses, and other important information. Customers are informed about this system through privacy policies included in terms and conditions. The Enchanted Florist's marketing strategies consist of changing and redesigning the website, including special offers and promotions in local snippets, and the usage of Facebook and Instagram. Use of Teleflora is also implemented, and this third party system is a floral company provider that is subscription based. To promote positive word of mouth, handout discounts are given to repeat customers, which make up 70% of The Enchanted Florist's total customer base. Tammy emphasized her excitement regarding this strategic plan, and stated that she would be willing to allocate up to \$20,000 towards it.

- 2) **Employee Interview:** After interviewing all four employees of The Enchanted Florist, findings include that all employees are very content with their professions. No employees described issues with hours, wages, environment, or customers. Employees stated that they "love the customers" as well as being very appreciative of Tammy's policies. Hours are considered very reasonable, and the same goes for hourly wages.
- 3) **Customer Survey:** The statistics derived from the survey give great insight into the target market. 46.2% of respondents purchase floral arrangements every one to three months, 23.1% purchase every six months, and 28.2% purchase once a year. When purchasing flowers as a gift, 30.8% are for spouses, 56.4% for friends, and 61.5% for family. 54.4% of respondents stated their main reason for not purchasing is pricing, 25.6% said convenience, and the remainder stated they had no reason to purchase. The majority of flowers not purchased at The Enchanted Florist are instead purchased at local grocery stores, with 47.8% of those being at King Soopers.

Secondary Research Methods:

- 4) **Internet Research:** *The Enchanted Florist* - The Enchanted Florist's website displays the wide array of flowers and gifts offered year round. It also provides prices and opportunities for shipping to the buyer or their recipients. The Enchanted Florist prides itself on its seasonal flowers, so these are also advertised on the site. Unfortunately, The Enchanted Florist lacks the crucial aspect of social media: presence. Some accounts have been inactive for extended periods of time (no Instagram activity since 2019) or don't even exist (Twitter), but sites like TripAdvisor and Yelp provided insight on customers' opinions and reviews. All customers seem to be very happy with the service provided.

- 5) **Internet Research: Community** - The median age of the Monument population (10,859) as provided by the US Census bureau is 35.6 years old. The average household income is \$100,339 with a mean household size of 2.96 people. This provides great insight on The Enchanted Florist's current target market, potential customers, secondary market, and possibilities within the market.
- 6) **Internet Research: Competitors** - While The Enchanted Florist provides larger and more extraordinary bouquets, local grocery stores such as King Soopers, Safeway, and Walmart sell their bouquets for a fraction of the price. This may drive more people to choose the grocery stores over a true floral shop. However, the flowers sold at The Enchanted Florist are dependent on season or event and last longer.
- 7) **Internet Research: Industry Trends** - Based on the many sites and articles on floral industry trends, it seems that more customers seem to be leaning towards bright and vibrant colors for their flowers. Celebrations and large events are back after a few years of being restricted, and floral decorations are in high demand. While TeleFlora is able to promote these trends towards The Enchanted Florist, not much has changed within the florist's arrangements. In addition, the florist does not personalize any of their services, which is a strategy that thrives in small towns. Seasonally, however, The Enchanted Florist seizes opportunities to create new floral arrangements that follow the weather. Summer, fall, winter, and spring bouquets differ immensely, and become more appealing to customers. Occasions seem to be the largest influx of clientele, with The Enchanted Florist specializing in creating arrangements for birthdays, banquets, weddings, Mother's Day, anniversaries, and many other events.

S.W.O.T. Analysis

<p style="text-align: center;">Strengths:</p> <ul style="list-style-type: none"> ❖ Comfortable and content staff ❖ High-quality, consistent arrangements ❖ Seasonal choices (gifts, flowers, etc.) ❖ Comforting, inviting environment 	<p style="text-align: center;">Weaknesses:</p> <ul style="list-style-type: none"> ❖ Lack of social media presence ❖ Significantly higher prices (when compared to competitors) ❖ Lack of adopting to trends
<p style="text-align: center;">Opportunities:</p> <ul style="list-style-type: none"> ❖ Increase social media presence and engagement ❖ Increase community involvement ❖ Adapt trends ❖ Emphasize personalization 	<p style="text-align: center;">Threats:</p> <ul style="list-style-type: none"> ❖ Difficulty competing with competitors' prices ❖ Difficulty competing with competitors' ease of purchase

B. Conclusions based on the findings

Conclusion 1: The Enchanted Florist's social media presence is weak.

The Enchanted Florist has not posted on Instagram since 2020, and in order to make customers feel as though they are receiving a personalized experience, social media should be utilized. This will create opportunities for one-on-one conversations with customers, and the ability to show appreciation for buyers will be exemplified. The account only has 137 followers, is only following 94 accounts, and generates an average of 8 likes per post. By increasing social media presence, The Enchanted Florist will become better known within the community.

Conclusion 2: The Enchanted Florist's prices are not competitive.

Compared to their main competitors (grocery stores), average prices of The Enchanted Florist are over 10 times more expensive. However, this is justifiable when taking quality into consideration. About 25% of possible and existing customers of The Enchanted Florist stated that the main limitation of purchasing from the florist is price. By promoting the difference in quality, customers may become more inclined to purchase.

Conclusion 3: The Enchanted Florist does not stay up to date with industry trends.

Throughout the research, findings included that The Enchanted Florist updates its website as the industry changes. However, it is apparent that the arrangements do not follow trends as closely. Although the bouquets are consistently high in quality, they do not follow the cycles of trends. Within the industry, different colors and themes are constantly rotating in popularity. The florist has amazing originality, but does not keep up with trends.

Conclusion 4: The Enchanted Florist has a lack of hyper-personalization.

When interviewing the owner, she admitted that The Enchanted Florist had little to no hyper-personalization aspects in their marketing strategies. Adding these elements would greatly increase the customer relationship and satisfaction and may also provide an opportunity for word of mouth influence. Interacting with the customers on a more personal level allows for more repeat customers. Hyper-personalization and AI (artificial intelligence) are the future, and The Enchanted Florist should adapt *now* to ensure a possibility to dominate the floral industry within Monument.

V. PROPOSED STRATEGIC PLAN

A. Objectives and rationale of the proposed strategic plan

Overall Objective: The G.I.V.E. Initiative

Rationale: The G.I.V.E. Initiative is a marketing plan designed specifically for The Enchanted Florist. After taking owner, employee, and customer opinions into consideration, this initiative will

address the four conclusions derived from the primary and secondary research. Each letter within the acronym of G.I.V.E. has its own objective, which, further, has its own activities, mission, portion of the timeline, and portion of the budget. By establishing The Enchanted Florist's approach to hyper-personalization strategies, digital marketing, and public image, the G.I.V.E. Initiative will allow the florist to bloom as the leading florist in Monument, Colorado. The missions of the acronym are:



enerate a positive brand image. As a small, local business within a town with a population just over 10,000, The Enchanted Florist has not established any sort of brand image. In addition to this, 28.3% of respondents stated their main reason for not purchasing from The Enchanted Florist was the pricing. When taking both reasons into consideration, it is apparent that by establishing a positive, community-oriented brand image, potential customers may be more inclined to purchase.

- **Rationale:** By arranging contests, discounts, and charitable sales, The Enchanted Florist can develop a positive, affirming relationship with the citizens of Monument.



improve social media presence. The Enchanted Florist has completed little to no social media marketing. As Monument's median age is 35.9, it can be assumed that The Enchanted Florist's primary market is young adults. This assures social media marketing as a useful strategy to attract and retain customers. In addition, quality of arrangements, as well as details on the flowers' origin will be promoted, validating the higher prices.

- **Rationale:** While developing knowledge with use of social media, the ability to initiate an online presence will be created. The Enchanted Florist will become active on social media outlets such as Instagram, Facebook, and TikTok. In addition to this, The Enchanted Florist will interact with customers through social media, heightening personalization and making customer service more accessible.



alue industry trends while maintaining a unique style. While The Enchanted Florist has never struggled with artistry, improvement with pursuing trends should occur. By enriching the popularity of the designs, a broader customer base is opened. This base will enjoy the classic, elegant flowers that are consistent with the florist, as well as observing new, exciting trends come to life.

- **Rationale:** By maintaining a social media presence, observing trends is possible. These trends can be communicated to designers, who may choose to incorporate them.



ngage in hyper-personalization strategies. While TeleFlora has proved to be useful for the observation of trends, a new website called Personyze is recommended. Personyze, a subscription based program that utilizes onsite and email targeting (pop ups, banners, behavioral targeting, and targeted emails), omnichannel personalization (website personalization and email personalization), and a recommendation engine (remarketing emails and dynamic landing pages).

- **Rationale:** By subscribing to Personyze, 24/7 support, management, and observation is occurring. This ensures the success of The Enchanted Florist through personalization. In addition, through an exclusive event for loyal customers, a closer relationship is created.

B. Proposed activities and timelines

Activities to Accomplish Objective 1:

Generate a Positive Brand Image

Floral Design Contest - Begin May, 2023

To dramatically improve The Enchanted Florist's brand image, the Floral Design Contest for students will occur within all District 38 (the local district of Monument) elementary, middle, and high schools. The contest will include a short prompt to ensure students' creativity is at its highest, and will reward one winning student from all three levels with a voucher for one free arrangement, and an incorporation of their design into a floral variation (that they are given!). The contest promotes creativity within Monument's youth. The contest will occur one time during the remainder of the 2022-2023 year (once in May, 2023), and will occur six times throughout the school year, beginning in August, 2023.



Promotional and Personalized Discounts - Begin May, 2023

To attract first-time customers, as well as ensure the contentment of returning ones, a discount system will be implemented with the use of Personyze. By using a reward system for both online and in person purchases, customers will begin to save on bouquets, increasing the chances of the customer returning. These discounts may also occur seasonally, allowing customers to purchase a bouquet of flowers for a lower price than usual. Discounts will attract first-time customers, as well as ensure the contentment of returning ones.

Specialized, Charitable Sales - Begin May, 2023

For florists, the two busiest times of the year are February (due to Valentine's Day) and May (due to Mother's day). Taking advantage of the increased profits, a charitable sale on each of the two days will occur. These sales will be of one specialized bouquet on each respective holiday. The bouquets will sell for \$150, and all of the proceeds from these sales will go towards Tri-Lakes Cares, the only food shelter in Monument, Colorado. In addition, 10% of all profits made during the months of February and May will be directly donated to the charity. Tri-Lakes Cares has a very prevalent image within Monument, and is known as the city's main charity. Consequently, the citizens of Monument have admiration for the organization, and The Enchanted Florist's partnership with them will result in an improved brand image.



Activities to Accomplish Objective 2:

Improve Social Media Presence

Social Media Manager - Begin May, 2023

A social media manager will create a positive, personal online presence that can receive the direct input of the community. An existing employee should be trained in this new position, as it will be a large role, but with increased wages. The manager will keep track of analytics, trends, messages, and anything else of importance occurring throughout the media. These observations will be then reported to The Enchanted Florist's designer, who will create interpretations that will follow those popular trends. The manager will also be responsible for creating and posting graphics to create a joyful, positive impression. Lastly, the manager will update customers about different flower shipments, highlighting the impressive quality, which will alleviate customer frustration with high prices.

Social Media Wall - Begin May, 2023

A social media wall will be arranged out of an assortment of mock flowers, and will be available for photo opportunities year-round. This wall will be updated monthly, and each assortment will be different. They will follow trends, seasons, and current adored specifics. This promotes exclusivity and excitement around The Enchanted Florist while creating user generated content from social media. The florist will become the go-to stop for tourists visiting Monument looking for an Instagram opportunity that truly blooms. An example of a possible rendition of the social media wall is provided here:



Activities to Accomplish Objective 3:

Value Industry Trends While Maintaining a Unique Style

Social Media Manager (cont.) - Begin May, 2023

In addition to creating a positive brand image, the social media manager is also responsible for tracking trending designs within the floral industry. After telling designers of trends, the social media manager will also assist with providing examples and other abstracts for inspiration which will be posted on social media platforms to create customer excitement and demand. This will ensure the creation of unique yet classic floral assortments. Since the social media manager will be an current employee, pre-existing communication channels and relationships with designers will allow for these trends to be relayed and implemented effectively and swiftly.

Activities to Accomplish Objective 4:

Engage in Hyper-Personalization Strategies

Personyze - Begin May, 2023

Using Personyze, personalized recommendations, messages, and promotions will be presented to specific customers. For instance, birthday promotions can be sent to customers and their families, resulting in a higher chance of purchasing for these special occasions. In addition, while nearing the anniversaries of past purchases, recommendations for a repeat purchase will be transmitted. Personyze includes many valuable features to allow for hyper-personalization including:




























































- Onsite and Email Targeting (pop ups, banners, behavioral targeting, and targeted emails) - personalized and targeted advertising that focuses on visitor behavior. Common examples of onsite targeting include upselling during online purchases during checkout. These products being recommended commonly reflect the customer's interests, as shown through purchasing behaviors. In relation to The Enchanted Florist, a customer may be shown advertisements for floral arrangements similar to those they are currently buying. Email targeting may also include upselling, for example, but this normally occurs after a purchase has been completed.
- Omnichannel Personalization (website personalization and email personalization) - the practice of tailoring the customer experience to an individual buyer's needs and preferences across all touchpoints in the customer journey. An effective use of omnichannel personalization will cause increased purchases. An example of this is a customer receiving a SMS message about a sale or promotion while shopping in-store.
- Recommendation Engine (remarketing emails and dynamic landing pages) - a type of data filtering tool using machine learning algorithms to recommend the most relevant items to a particular customer. Recommendation engines are most commonly implemented during the searching process, as a customer has a higher likelihood of purchasing a product if they are met with recommendations that align with their preferences.

The Secret Garden - Begin June, 2023

In order to create a stronger relationship with customers, The Enchanted Florist will create a "Secret Garden" that will be available throughout the summer (June through August). This will be an exclusive experience, with only certain customers (those who have accumulated the most purchases) being invited to see it every month (the first day of June, July, and August). The garden will be full of vibrant wildflowers available for customers to pick to make their own personalized bouquets. By inviting local bands, having refreshments and a unique experience, and giving customers the ability to feel closer to the business, The Enchanted Florist can better their public image while creating a personalized experience for loyal customers.



Activity Timeline

	MAY	JUNE	JULY	AUG	SEP	OCT	NOV	DEC	JAN	FEB	MAR	APR
FLORAL DESIGN CONTEST												
PROMOTIONAL/ PERSONALIZED DISCOUNTS												
SPECIALIZED, CHARITABLE SALES												
SOCIAL MEDIA MANAGER												
SOCIAL MEDIA WALL												
PERSONYZE UTILIZATION												
THE SECRET GARDEN												

C. Proposed metrics or key performance indicators to measure plan effectiveness

Metrics to Measure Objective 1

Generate a Positive Brand Image

The main metric to measure brand image is customer responses including analyzing online reviews, reading and responding to customer messages, and surveying customers every three months. The Enchanted Florist's brand image will be evaluated through surveys every three months and compared to the original response.

Metrics to Measure Objective 2

Improve Social Media Presence

Every three months, likes, comments, views, and other interactions on The Enchanted Florist's social media pages will be recorded and compared to the original statistics. In addition, opinions on the value for The Enchanted Florist's bouquets will also be evaluated through customer surveys.

Metrics to Measure Objective 3

Value Trends that Transpire Within the Industry While Maintaining Unique Style

The most effective metric to determine success with trend following is customer surveys, which will be given every three months. This allows The Enchanted Florist to measure success and utilize the collected data to optimize customer opinions.

Metrics to Measure Objective 4

Engage in Hyper-Personalization Strategies

To measure the success of hyper-personalization strategies, the amount of sales made through the links of personalized messages, promotions, or recommendations will be calculated and compared to the amount of sales *before* implementing strategies. In addition, the amount of purchases made during or after Secret Garden events will be measured.

Surveys will be administered with three sections for each metric (Objectives 1, 2, and 3) in order to evaluate progress without giving customers survey fatigue. These will be sent to customers via email every three months. Metrics will be measured objectively through customer opinions.

VI. PROPOSED BUDGET - Costs associated with proposed strategies

ACTIVITY	COST
1. FLORAL DESIGN CONTEST	\$600
2. PROMOTIONAL/ PERSONALIZED DISCOUNTS	\$200
3. SPECIALIZED, CHARITABLE SALES	\$300
4. SOCIAL MEDIA MANAGER	\$3,200
5. SOCIAL MEDIA WALL	\$600
6. PERSONYZE UTILIZATION	\$5,400
7. THE SECRET GARDEN	\$500
TOTAL COST	\$10,800

Budget Rationale:

1. The Floral Design Contest will cost The Enchanted Florist \$100 for each bouquet given away, and as three custom assortments and three vouchers amount to six arrangements, the full retail value is \$600. However, the word-of-mouth from participants will increase sales exponentially after contests, alleviating the cost.
2. The Promotional/Personalized Discounts have a pre-existing budget within the use of TeleFlora, so the cost is dedicated towards emergencies. The \$200 allocated for discounts are a back-up fund for an increase in promotional deals. With discounts (10% off), The Enchanted Florist must sell 50% more units to receive the same profit. However, with these promotions, an additional 50% in units sold should be achievable.
3. Two bouquets will cost \$300 from The Enchanted Florist, but the significant improvement in the business's brand image will be an equalizer.
4. The Social Media Manager position is a vital one for The Enchanted Florist. Assuming the manager works 40 hours/week for 40 weeks/year, a \$2/hour raise will amount to \$3,200/year. This will be made up through the dramatic increase in sales that coincides with the increase in social media marketing.
5. The Social Media Wall will cost \$50 for every assortment. This comes from packages of fake flowers (\$10.99 for 100), time/effort from employees, and other miscellaneous decorations. In addition, the majority of the materials for the wall can be found within the store. For 12 separate designs, the total cost will be \$600/year. With this, an increase of customer traffic will occur, allowing for more possibilities for sales.
6. Personyze has a monthly cost of \$450, making the price for a full year's subscription \$5,400. Being the most expensive portion of the G.I.V.E. Initiative, Personyze is a need for The Enchanted Florist. The program allows for constant marketing, customer service, analytics, and messaging. Personyze allows for customers to feel more inclined to purchase from The Enchanted Florist, as Personyze has a very unique approach for all customers.
7. The Secret Garden would cost \$500 for each summer (three months). This cost stems from the price of seeds for wildflowers (\$14 for 500-1000 sq. foot coverage), the price of labor, the price of entertainment, the price of decorations, and the price of refreshments (tea and finger foods). Regardless of cost, The Secret Garden will bring in a surplus of revenue and excitement surrounding The Enchanted Florist.

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VIII. APPENDIX

Interview Questions for Owner:

- When was the business founded?
- Describe the history of the business.
- Is the business a sole proprietorship, partnership or corporation?
- What are your main product/service lines?
- Who is your target market?
- How many employees do you have?
- What are the job titles/responsibilities?
- Who are your main competitors? (Both brick and mortar AND online)
- What is your competitive advantage - what sets you apart from your competitors?
- What are your marketing strategies and methods?
- Do you utilize any third party marketing outlets and/or services?
- What strategies do you utilize to personalize your marketing?
- Are you familiar with hyper-personalization marketing?
- What strategies do you utilize to personalize your customer's experience?
- How do you engage customers to spread positive word of mouth?
- What percentage of your business consists of repeat customers?
- Do you have any customer rewards or loyalty programs?

Interview Questions for Employees:

- What are your thoughts on the work environment of The Enchanted Florist?
- How satisfied are you with the hourly pay from The Enchanted Florist?
- How satisfied are you with the business hours at The Enchanted Florist?
- Would you recommend working at The Enchanted Florist to others?
- How accommodating is The Enchanted Florist?
- Why were you interested in the position?
- How stressful is your workload?
- How would you describe your job in one sentence?

Survey Questions for Customers:

- How old are you?
- What is your gender?
- What is your annual household income range?
- How often do you purchase flowers for events/people?
- Who do you normally purchase flowers for?
- What's the most common reason that prevents or limits you from buying flowers for yourself or others?
- Where do you usually purchase your floral gifts?
- How long does it take to drive from your residence to the Monument Enchanted Florist?
- How often do you shop at The Enchanted Florist?
- What have you purchased from The Enchanted Florist?
- What's the most common reason that prevents or limits you from buying flowers at The Enchanted Florist?
- How do you normally receive products from The Enchanted Florist after purchasing?
- What event(s) do you normally purchase flowers for?
- How likely is it that you would recommend The Enchanted Florist to a friend or family member?