

NETWORK OF FLOWER SHOPS «GENTLE LOTUS»

Group:E&M-264

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EXECUTIVE SUMMARY.

While a picture is worth a thousand words, flowers convey a million emotions. The use of flowers to convey feelings cut across geographies, race, income and age. All across the world if there is one common feature that binds people together, it is in expressing emotions.

Over the past decade, the demand for high quality flowers has seen substantial growth on a yearly basis. The USA remains the largest consumer of flowers with around 67% of global flower production being sold in that country.

In keeping with market trends and to leverage this opportunity, Gentle Lotus is launching a boutique flower retail outlet in Houston, Texas. The company will provide end to end services in the form of individual product retailing, designing of bouquets and floral decoration for large events.

Gentle Lotus will work closely with the local community and participate in local events.

Gentle Lotus will launch a loyalty scheme for regular customers, through which discounts will be offered on special events. The company will also retail branded chocolates , as no happy occasion can be complete without it.

While the company has high ambitious, it is aware that a phased and steady approach will be the ideal strategy to achieve its business objectives.

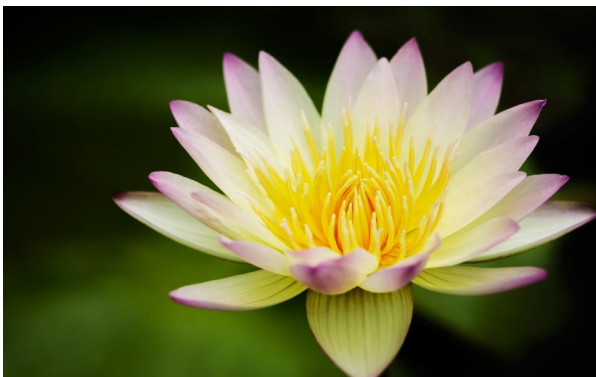


COMPANY OVERVIEW.

Gentle Lotus founded by Muzdina Anna , is a retail florists shop based in Huston Texas. In additions to retailing from the shop for walk in customers, the company will offer floral arrangements for weddings, funerals, parties and corporate events.

Gentle Lotus will have a dedicated toll free number for customers to place order and believes that there is an opportunity for it to leverage the rower of technology and make the process of buying and its delivery more simplistic. The company will set up its own dedicated website for customers to view designs , get updates and also place orders for specific products and services.

The company hopes to make its presence felt by engaging with its target market through both online and offline mediums, by selling through the retail outlet and marketing products through the website.



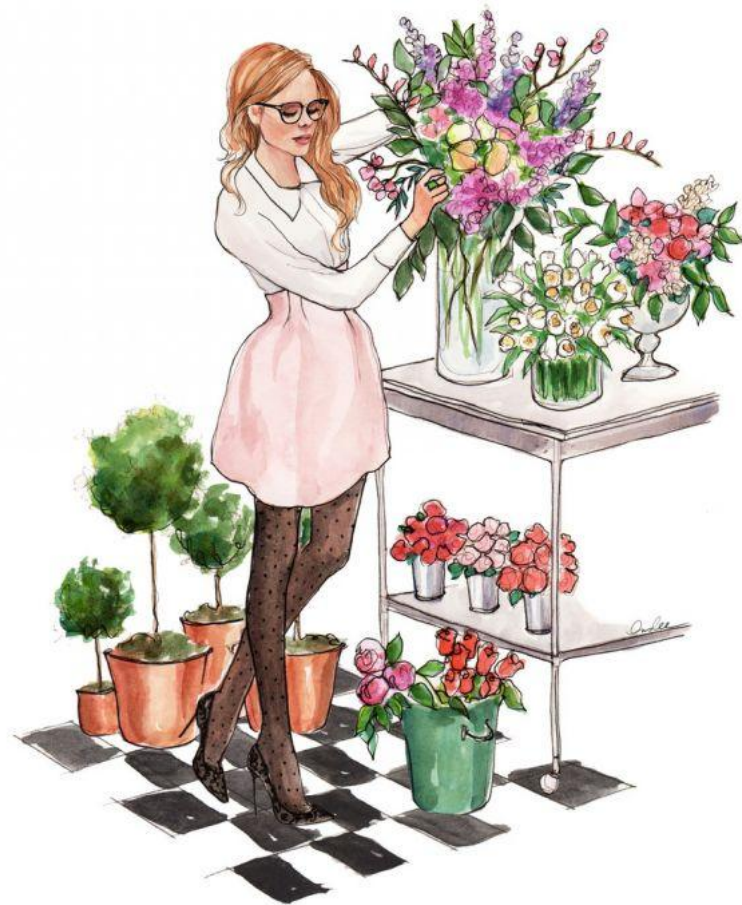
VISION.

« To be part of every emotional moment in an individual`s life ».



OBJECTIVES.

The core objective of the venture is to sell high quality fresh flowers and their arrangements, through unique designs and strong customer relationship management.



MISSION.

- To provide best in class quality flowers and customized floral designs;
- Ensure customer satisfaction at every stage;
- Create quality designs with unique presentation models ;
- Be part of the local community;



PRODUCTS AND SERVICES.

Gentle Lotus will offer the following products and services:

- ◉ Original floral designs a wide mix of flowers – Each floral arrangement will be a natural, original work of art. The company is dedicated towards making each arrangement unique and custom-designed based on individual customer`s needs.
- ◉ Unique containers – Gentle Lotus will offer distinctive vases for the discretionary buyer or for special occasion as well as affordable options for routine purchases.
- ◉ Green and flowering house plants – The company may occasionally offer a selection of seasonal green and flowering house plants.
- ◉ Chocolates – No occasion is complete without flowers and chocolates. Gentle Lotus will stock several lines of branded chocolates.



KEYS TO SUCCESS.

- ◉ Sustained high quality of products;
- ◉ Value for money;
- ◉ on time delivery;
- ◉ Personal touch to every design;



MARKETING STRATEGY.

The marketing strategy is a vehicle through which a company's product or services are made visible to the wider audience. It is essential for an organization to have a seamless integration of product, value for money price, well defined target market and strong engagement strategy, for the business to succeed.

Gentle Lotus's marketing strategy will focus on building a strong relationship with the local community, businesses and event managers. As a retail florist the ability to create visibility on the high street will also be a priority, especially to attract walk in customers.



THANK YOU FOR ATTENTION!

