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# BIG BLOOMS

FLOWER BOUTIQUE



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## *Executive Summary*

### **Business concept:**

We're a bright, fresh, boutique-style flower shop that is filled with colorful arrangements made from many different kinds of flowers, and our whole identity is built around creating a warm and welcoming atmosphere. When customers walk in, they see vibrant colors, unique designs, and flowers that are arranged with care instead of the plain, basic bouquets they might find in bigger stores. Our shop focuses on creativity and personality, so every arrangement feels special and thoughtfully made. We want people to feel inspired the moment they step inside, whether they're buying flowers for a celebration, a gift, or just to brighten their home. This boutique style helps us stand out and shows customers that we value quality, beauty, and a personal touch in everything we create.

### **Problem & opportunity:**

Many people love buying flowers, but they get frustrated because most bouquets don't last very long and end up feeling like a waste of money. Customers want flowers that stay fresh and bright, but the ones they find in regular stores usually wilt after just a few days. It's also hard for them to find unique or creative arrangements, since most shops sell the same basic designs that don't feel personal or special. This makes people feel like they're paying too much for something that doesn't give them the value or beauty they expected. A lot of customers try to fix this by buying "premium" bouquets, but even those don't always last or look the way they hoped. Because of this, people are looking for flowers that are affordable, long-lasting, and actually worth what they pay. Big Blooms solves this problem by offering flowers that stay vibrant much longer and give customers the quality and uniqueness they've been missing.



### Solution:

Our business offers high-quality flowers that stay fresh and vibrant much longer than what most stores provide. We carefully select blooms that are known for their durability, so customers can enjoy their color and beauty for days or even weeks. To give people more choices, we offer both popular flowers and unique varieties that are rarely found in typical shops. Our pricing is designed to be affordable, making it easier for customers to buy flowers regularly without worrying about cost. By combining long-lasting quality with a wide selection and fair prices, we make flowers accessible to everyone. This allows customers to enjoy beautiful, fresh arrangements that fit their style, their budget, and their everyday lives.

### Target Market:

Big Blooms is mainly marketing to customers who are millennials and young adults all the way up to older adults, which is supported by Grand View Research in 2024 showing that people across these age groups regularly buy flowers. Most of our customers will be female, with fewer male buyers, and this is backed up by data from the Society of American Florists that shows women purchase flowers at higher rates than men. Our target market lives in cities or suburban areas, and according to WifiTalents, these locations usually have around 40–120 potential customers who shop for flowers regularly. The average income level of our customers is middle-income, which has also been confirmed by the Society of American Florists, meaning they have enough financial stability to buy flowers for events, home décor, or gifts without overspending. Many of my customers enjoy hobbies that help them make their homes feel comfortable and personal, like decorating, gardening, or doing small DIY projects. A study from the Society of American Florists found that more than half of flower buyers purchase flowers to make their homes look nicer, which shows that my customers care about creating a warm environment. Their lifestyle often includes celebrating birthdays,

holidays, and other special events, and flowers are a common part of those moments. They also value things like supporting local businesses and being environmentally friendly. For example, a 2023 NielsenIQ report said that most shoppers—about 78%—prefer to buy from small, local shops. This shows that my customers aren't just buying flowers for decoration; they're making choices that match their values. Many customers need my business because they are frustrated with flowers that don't last long, don't offer much variety, or cost too much. A study from the Society of American Florists reported that one of the top complaints buyers have is that flowers wilt faster than they expect, which shows that people want better quality for their money. This problem matters because customers want flowers that stay fresh for events, gifts, or home decoration, and short-lasting flowers make them feel like they wasted their purchase. Right now, many people try to fix this problem by buying cheap bouquets from grocery stores, but those often have limited options and don't stay fresh very long. My flower shop solves this need by offering long-lasting, affordable flowers with a wide variety to choose from, giving customers a better option than what they currently have. My customers make their buying decisions based on convenience, trust, and what they see online or in their community. Many people shop for flowers at places that are easy to access, like local flower shops or grocery stores, and a report from the Society of American Florists found that about 74% of flower buyers choose stores that feel reliable and familiar. Customers also discover new products through social media, especially Instagram and Tik Tok, where photos and videos of arrangements can influence what they want to buy. In fact, a 2023 Sprout Social study showed that 68% of shoppers have bought something after seeing it on social media, which proves how important online visibility is. Their decisions are also influenced by reviews, recommendations from friends, and the quality they expect for the price. Because of this, my flower shop can attract customers by offering trustworthy service, posting appealing arrangements online, and giving them a better experience than what they find in bigger stores.



### Revenue Model:

My flower shop makes most of its revenue by selling a wide variety of flower arrangements, from small \$15 bouquets to premium custom designs that start at \$85. I sell directly to customers, which helps keep the buying process simple and personal. Besides everyday bouquet sales, I also earn money from custom orders for weddings, birthdays, and other events. Holidays like Valentine's Day and Mother's Day bring in extra revenue because people tend to buy more flowers during those times. I also offer add-on items like cards and small gifts, which help increase the value of each purchase. Another steady source of income comes from flower subscriptions, where customers get weekly or monthly arrangements. All of these revenue streams work together to help my business stay consistent and grow over time.



### Marketing Strategy:

To market my flower shop, I'm going to use social media and local promotions to get people interested in what we do. One of my main marketing actions will be posting time-lapse videos that show how long our flowers stay fresh so customers can actually see the quality for themselves. I'll also post fun behind-the-scenes videos of our workers making bouquets and answering lighthearted interview questions so people can get to know our shop's personality. Another marketing action I'll use is partnering with local cafés and small businesses so they can display our mini flower arrangements with a discount card. I also plan to run seasonal posts and small promotions on Instagram and TikTok during holidays or special events to get more attention. For another marketing activity, I will create a short video ad that shows our shop, our workers, and our most popular bouquets, and post it on platforms like Instagram or Facebook so more people can discover us. These marketing activities will help my shop stand out and show people why our flowers are worth buying.



### Big Goals:

One of the biggest goals of my business is to become the most trusted and well-known flower shop in our local community. We want to be the place people think of first when they need fresh, long-lasting, and beautifully designed flowers. Another major goal is to keep improving the quality of our arrangements by using our special flower-care formula and staying creative with new designs. We also aim to grow our customer base by offering great service, reliable delivery, and custom options that make every order feel personal. A key goal for us is to build strong relationships with customers so they return for future events and celebrations. We want to stay organized, manage our costs well, and increase our sales each year while staying true to our mission.

## *Company Description*

Big Blooms is a local flower shop that creates fresh, long-lasting, and unique floral arrangements for everyday moments and special occasions. Many customers struggle with flowers that wilt too quickly or look the same as every other bouquet, which makes them feel like they aren't getting their money's worth. Our business solves this problem by offering high-quality flowers that stay vibrant much longer, thanks to our special flower-care formula and carefully selected blooms. We also provide a wide variety of styles and unique arrangements so customers can find something that actually fits their taste and feels personal. Big Blooms operates out of a retail shop where our team designs arrangements, manages inventory, and helps customers in person, while also offering delivery and online ordering for convenience. With a focus on creativity, freshness, and great customer service, our business works to give people flowers that are beautiful, affordable, and truly worth what they pay.

**Mission statement:** Our mission is to sell flowers that are affordable and long lasting by using a new formula that provides your flowers with all of the nutrition it needs for anyone looking for different, unique, and beautiful flowers.

**Vision statement:** Our vision is to become the most trusted and loved local flower shop in our community by creating long-lasting, unique, and beautifully designed arrangements. We aim to be the place people think of first when they want flowers that are fresh, affordable, and made with care. By focusing on quality, creativity, and great customer service, we want to build strong relationships with our customers and make every experience feel special. Our vision is to stay rooted in our community and continue bringing joy to people through flowers that truly stand out.



## Identity:

We're a bright, fresh, boutique-style flower shop that is filled with colorful arrangements made from many different kinds of flowers, and our whole identity is built around creating a warm and welcoming atmosphere. When customers walk in, they see vibrant colors, unique designs, and flowers that are arranged with care instead of the plain, basic bouquets they might find in bigger stores. Our shop focuses on creativity and personality, so every arrangement feels special and thoughtfully made. We want people to feel inspired the moment they step inside, whether they're buying flowers for a celebration, a gift, or just to brighten their home. This boutique style helps us stand out and shows customers that we value quality, beauty, and a personal touch in everything we create.

## *Market Analysis*

### Target Market:

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#### Customer Profile:

Category	Description
Age range	Millennials and young adults all the way up to older adults
Gender	Mainly female but a few male customers
Location	Cities or suburban areas
Interests/lifestyle	Gift-givers and celebrators, home décor lovers, and people who enjoy aesthetics
What they value	Long-lasting quality, affordable pricing, and unique designs

### Competitor analysis:


Competitor Name	Strengths (What They Do Well)	Weaknesses (What's Missing)	What You Can Do Differently
Parker Blooms	Provides high-quality, custom arrangements and great customer service	Price their flowers poorly	Train employees to give great customer service
The Flower Fix	Create premium seasonally inspired floral arrangements well	Delivered flowers don't match the photos	Make flowers look exactly like advertised
Calla Lane Florals	Creates custom, whimsical, romantic wedding florals	Bouquet size doesn't match the price	Bouquet size matches the listed price

Big Blooms competes with both large and small flower shops in the area. Bigger shops like Parker Blooms show up first in online searches for flower delivery, while smaller shops such as Calla Lane Florals and Flower Fix are known for daily deliveries and luxury, custom wedding designs. Big Blooms will stand out by offering more affordable prices and longer-lasting flowers, giving customers high quality without the high cost.

 **73% of Americans purchase flowers, mainly to brighten their space or lift someone's spirits.**

(Source: [International Fresh Produce Association](#))



 **The U.S. floral industry is valued at \$71 billion in 2024, showing steady growth in consumer spending.**

(Source: [Society of American Florists](#))



## *Products and Services*

- Everyday flower arrangements — A wide range of bouquets from \$15 basics to premium designs for daily customers.
- Custom event florals — Personalized arrangements for weddings, birthdays, and special events.
- Holiday bouquets — Seasonal designs for high-demand holidays like Valentine’s Day and Mother’s Day.
- Add-on gifts — Small items like cards and gifts that customers can include with their flowers.
- Flower subscriptions — Weekly or monthly floral deliveries that provide steady, repeat revenue.
- Direct-to-customer sales — A simple, personal buying experience without any extra companies involved.

- Small bouquets — \$15–\$25
- Medium bouquets — \$35–\$55
- Premium bouquets — \$65–\$85+
- Custom designs — starting at \$85
- Holiday arrangements — \$25–\$120
- Add-on items — \$3–\$15
- Flower subscriptions — \$30–\$90 per delivery

- Plant sales and care services — Adding houseplants and offering repotting or plant-care help
- Gift baskets — Flowers paired with snacks, candles, or self-care items
- Event décor packages — Bigger packages for parties, baby showers, and community events
- Seasonal subscription boxes — Special themed boxes for fall, winter, spring, and summer

## *Marketing Plan*

Big Blooms' marketing plan focuses on sharing our mission to bring joy, beauty, and connection through fresh flowers and personalized designs. Our shop earns revenue by selling a wide range of bouquets, custom arrangements, and flower subscriptions. As the business grows, we plan to add more themed arrangements, seasonal bundles, and special deals like "buy one small bouquet, get the second 50% off" during slower months. We also want to introduce a rewards program where customers earn points for every purchase, which they can use toward discounts or free add-on gifts.



Big Blooms will promote its brand mainly through social media marketing on Instagram, Tik Tok, Facebook, and Pinterest. These platforms are full of teens and young adults who love aesthetic content, so posting colorful, eye-catching photos and videos of our bouquets will help us get more attention. We want our feed to look bright, creative, and trendy so people feel excited to share our posts. We also plan to use influencer marketing by partnering with local lifestyle or small-business influencers who can review our flowers and show their followers how pretty and long-lasting they are.

We will post monthly updates about new bouquet styles, holiday specials, and limited-time deals. Our website will also include a section where customers can vote on new bouquet themes or seasonal colors they want to see next. There will be a calendar on the website with updates about holiday hours, special promotions, and any changes happening in the shop. All of these marketing efforts will help Big Blooms stay connected with customers and build a strong, loyal community.

Big Blooms will also use the four P's to guide our growth. We offer bouquets, custom designs, and subscriptions at affordable prices, sold in-shop and online for local delivery. We promote through social media, influencers, and monthly specials. Our sales process is simple, and customers can order in-store, online, or by messaging us. To keep people coming back, we'll use rewards points and seasonal deals. Our marketing budget will start small at about \$50–\$100 a month.

## *Operations Plan*

Big Blooms' daily operations are designed to keep the shop running smoothly while delivering fresh, high-quality flowers to customers. Our day starts with receiving fresh flower shipments from trusted wholesalers, checking each stem for quality, and storing them in temperature-controlled coolers to keep them lasting longer. Throughout the day, we prepare everyday bouquets, work on custom orders, and restock the display area so customers always see fresh options when they walk in. Online orders are checked regularly, and we set aside specific times for arranging, packaging, and delivering those bouquets to make sure everything arrives on time.

We keep the shop organized by having clear workstations for arranging flowers, storing supplies, and preparing deliveries. Inventory is tracked daily so we know which flowers need to be reordered and which ones are selling the fastest. For custom designs, customers can message us, call, or visit the shop to explain what they want, and we create a plan for their arrangement before starting. During busy seasons like Valentine's Day and Mother's Day, we increase staff hours, make popular bouquets, and set up a separate pickup area to keep the process fast and easy.

Customer service is a big part of our operations. We make sure every order is labeled correctly, packaged neatly, and delivered with care. We also keep our website updated with current bouquet options, holiday hours, and any changes to delivery times. By staying organized, keeping fresh inventory, and focusing on quality, Big Blooms can run efficiently and continue growing over time.



## *Management & Organization*

### Owner/Founder:

- Big Blooms was founded by a creative and hardworking individual with a strong passion for flowers and design.
- Oversees all daily operations, including arranging flowers, managing orders, and customer service
- Handles purchasing, inventory, and relationships with flower wholesalers
- Manages social media, marketing, and brand image
- Responsible for financial decisions, budgeting, and long-term planning
- Estimated wage: \$18–\$21/hour during early stages (varies based on revenue)

### Team Members:

- Part-time assistants who help with arranging flowers, prepping materials, and cleaning the workspace
- Delivery drivers during busy seasons like Valentine's Day and Mother's Day
- Seasonal helpers for large events, weddings, and holiday rushes
- Estimated wages: \$14–\$16/hour depending on experience and responsibilities

### Key Roles & Responsibilities

- Floral Assistant — Helps create bouquets, restock displays, prep flowers, and assist with custom orders
- Customer Service Assistant — Greets customers, answers messages, handles payments, and organizes pickups
- Delivery Driver — Ensures safe and on-time delivery of arrangements
- Marketing Helper — Assists with taking photos, posting on social media, and promoting specials
- Inventory Helper — Tracks flower stock, monitors cooler levels, and helps with ordering supplies

### Estimated Wages

- Owner/Founder: \$18–\$21/hour
- Floral Assistant: \$14–\$16/hour
- Customer Service Assistant: \$14–\$15/hour
- Delivery Driver: \$15–\$18/hour
- Seasonal/Temporary Staff: \$14–\$16/hour



### Future Hiring Needs

- A full-time floral designer as custom orders and weddings increase
- A dedicated delivery driver for daily routes and subscription deliveries
- A social media manager once the brand grows and needs consistent posting
- Additional seasonal staff for Valentine's Day, Mother's Day, prom season, and holiday events
- A shop manager in the future to help run operations as the business expands

## *Financials*



Costs	
Retail space	\$12,000
Initial flower inventory	\$5,000
Refrigeration & Storage Equipment	\$7,500
Flower-Care Formula & Supplies	\$2,500
Branding, Website, and Marketing	\$4,000
Licenses, Permits, and Legal Setup	\$1,200
Furniture & Decor	\$3,000
Staffing	\$2,500
Utilities & Operating Costs (first month)	\$500
Delivery Setup	\$1,000

Variable costs	Monthly	Yearly
Fresh Flower Purchases	\$3,000	\$36,000
Flower-Care Formula Ingredients	\$300	\$3,600
Vases & Containers	\$400	\$4,800
Wrapping Paper & Tissue	\$150	\$1,800
Ribbons & Decorative Materials	\$120	\$1,440
Floral Foam & Hydration Sponges	\$100	\$1,200
Delivery Packaging	\$200	\$2,400
Delivery Fuel or Driver Fees	\$350	\$4,200
Seasonal Flower Upcharges	\$250	\$3,000
Credit Card Processing Fees	\$180	\$2,160
Website Transaction Fees	\$90	\$1,080
Social Media Advertising	\$300	\$3,600
Photography for New Arrangements	\$150	\$1,800
Cleaning Supplies	\$150	\$720
Water Usage for Flower Care	\$40	\$480
Replacement Tools	\$50	\$600
Event-Specific Supplies	\$200	\$2,400
Seasonal Décor Updates	\$100	\$1,200
Waste Disposal for Plant Material	\$80	\$960

Overtime or Extra Labor for Busy Seasons	\$500	\$6,000
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Sales numbers	
Selling price per unit	\$55
Cost per unit	\$27
Profit per unit	\$28

Projected income	
Year 1	\$54,000.00
Year 2	\$62,100.00
Year 3	\$71,415.00



Projected expenses	
Year 1	\$79,440
Year 2	\$91,356
Year 3	\$105,059

Profit/loss	
Year 1	-\$25,440.00
Year 2	-\$29,256.00
Year 3	-\$33,644.40

### Revenue Streams:

- Sales of everyday bouquets (small, medium, premium)
- Custom floral arrangements for events and special occasions
- Holiday-themed bouquets during peak seasons
- Flower subscription services
- Add-on items such as cards, vases, and small gifts
- Delivery fees for local drop-offs

### Fixed Expenses:

- Retail space: \$12,000/year → \$1,000/month
- Utilities: ~\$500/month
- Staffing: \$2,500/month
- Marketing/website: \$4,000/year → about \$333/month



### Break-Even Point:

Big Blooms' break-even point shows how many bouquets the shop must sell each month to cover all fixed and variable expenses. With estimated fixed monthly costs of about \$2,000 and a profit of \$28 earned from each bouquet sold, the business needs to sell roughly 72 bouquets per month to break even. This equals about \$3,960 in monthly sales, meaning that once the shop reaches this level of revenue, all expenses are covered and any additional sales become profit.

# Appendices

