



ZI

FLORA

LONDON

BUSINESS PLAN PRESENTATION

— ◆ —
ONLINE LUXURY FLORIST IN LONDON



Student: Tetiana Huba

Student Number: 2510139

Programme: Certificate in Higher Education Business Skills for the Workplace

Module: Enterprise and Entrepreneurship (LCLM4006)

Assignment Title: Business Plan Presentation

Lecturer: Dr Said Usman

Institution: University of Wales Trinity Saint David, London





Presentation Overview

- Business idea and value proposition
- Management and legal structure
- Three key PESTEL factors
- Marketing strategies
- Funding requirement and allocation
- Financial outlook
- Conclusion





ZI Flora Brings Premium Floristry Online

Products and services

- Signature, premium and luxury bouquets
- Bespoke floral arrangements and gift sets
- Same-day and next-day London delivery
- Wedding and celebration floristry
- Corporate events and office flowers

Target customers

- London residents aged 25–45
- Middle- to high-income customers
- Customers who value design, convenience and premium gifting
- Wedding, event and corporate clients

Prices from: £55 Signature | £85 Premium | £130 Luxury



Personal Service Creates a Premium Difference

ZI Flora's Unique Selling Points

- Distinctive contemporary designs
- Personal, founder-led service
- Reliable same-day and next-day delivery
- Bespoke consultations for weddings and events
- Complimentary keepsake with every order
- 10% discount on the first bouquet
- Recyclable packaging and demand-led purchasing



Premium design + personal attention + reliable delivery



A Lean Structure Supports a Controlled Launch

Founder and Creative Director — Tetiana Huba

- More than five years of floristry and event-decoration experience
- Flower purchasing and catalogue design
- Marketing and major contracts
- Wedding and event consultations
- Lead florist at launch

Legal format:

Private company limited by shares

- Founder as director and shareholder
- Company legally separate from the owner
- Limited personal liability
- Suitable for loans, investment and corporate contracts



Management Structure and Responsibilities

FOUNDER & CREATIVE DIRECTOR

Tetiana Huba

- Purchasing • Design • Marketing
- Contracts • Consultations

MANAGER

- Orders • Schedules
- Materials

FLORIST

- Bouquets
- Events

SOCIAL MEDIA SPECIALIST

- Content
- Advertising

DRIVER / COURIER

- Deliveries
- Transport

LAUNCH STAGE

Social media and delivery will initially be outsourced or part-time. Permanent staff will be hired only when order volume supports the cost.

Three Important PESTEL Factors



Economic

- Inflation increases flower, energy and delivery costs
- Premium spending may fall during difficult periods
- Supplier prices and margins must be monitored

Response: Demand-led purchasing, flexible products and regular price reviews



Social

- Flowers are important for gifts and celebrations
- London has a large multicultural population
- Customers value convenience and personalisation

Opportunity: Collections for different occasions, cultures and customer needs



Technological

- Customers increasingly order online
- Secure payments are essential
- Social media supports visual marketing

Response: Mobile-friendly website, secure checkout and targeted digital advertising



Strategy 1: Digital Marketing Will Generate Initial Orders

Social media

- Instagram: premium photography and Reels
- TikTok: bouquet-making and transformation videos
- Facebook: local groups and older customers

Website

- Main sales and enquiry channel
- Product catalogue, prices and delivery information
- Secure payment and clear terms

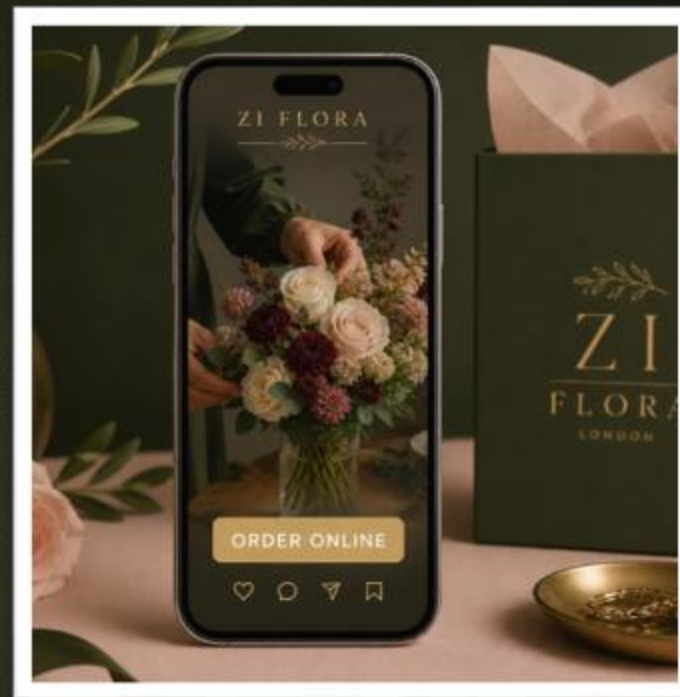
Search and advertising

- Google Business Profile and local SEO
- Paid campaigns targeted at selected London postcodes
- 10% off the first bouquet

Measures: Website visits | Conversion rate | Customer acquisition cost | Orders



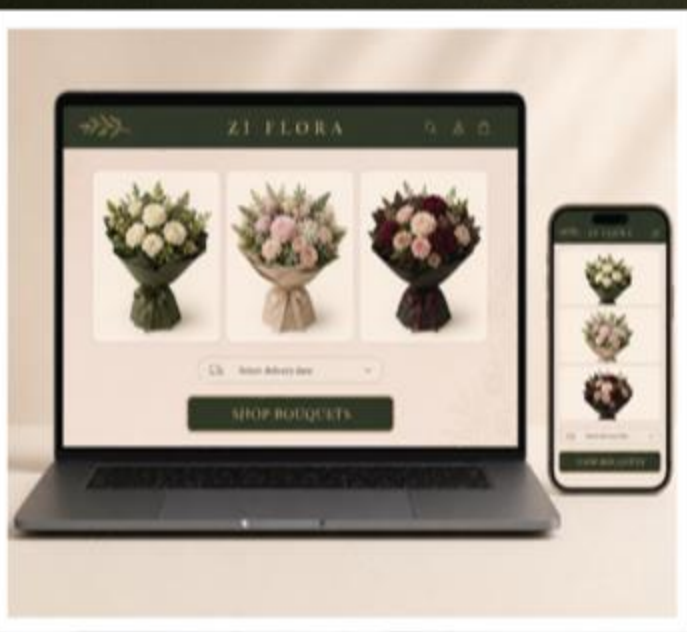
How Digital Marketing Converts Interest into Orders



Social Media to Online Order



Targeted London Delivery Areas



Mobile-Friendly Online Store

Strategy 2:

Partnerships and Retention Will Build Repeat Revenue

Partnerships

- Wedding planners and photographers
- Wedding and event venues
- Local businesses
- Offices and corporate clients
- Referrals and shared promotional content



Customer retention

- Care instructions with every delivery
- QR code for customer reviews
- Birthday and anniversary reminder emails
- Referral rewards
- Priority access to seasonal collections

Referral → Consultation → First order → Review → Repeat purchase



Funding Requirement and Allocation

£11,000 Will Fund a Lean, Phased Launch

Allocation

Funding Sources

Total funding required:
£11,000

Founder's personal savings
— **£5,000**

Start Up Loan — **£6,000**

Personal investment demonstrates commitment. Debt funding allows the founder to retain ownership and creative control.

Start-up costs	Amount
Studio deposit and first month's rent	£2,500
Refrigeration equipment	£1,500
Opening flower stock	£1,200
Contingency reserve	£1,200
E-commerce website	£1,000
Worktable, buckets and tools	£800
Launch advertising	£700
Packaging and gift inventory	£600
Registration, accounting and insurance	£500
Courier setup	£500
Branding and photography	£500
Total	£11,000

Operating Costs and Financial Outlook

Fixed Monthly Costs

Studio Rent	£1,250
Utilities and Internet	£180
Insurance, Accounting and Software	£200
Website and Business Phone	£80
Regular Digital Marketing	£150
Loan Repayment	£120
Total Fixed Costs	£1,980

*Estimated Operating Costs — Typical Month: £5,480
Estimated Break-even Revenue: approximately £3,600 per month*

Estimated Variable Monthly Costs

Flowers and Greenery	£1,800
Packaging and Cards	£300
Courier Deliveries	£500
Freelance Floristry or Social Media Support	£400
Payment Processing Fees	£150
Event and Gift-set Materials	£350
Total Variable Costs	£3,500

Variable costs will change depending on sales volume and seasonal demand.

The Forecast Shows a Viable but Seasonal Business

Six-month forecast

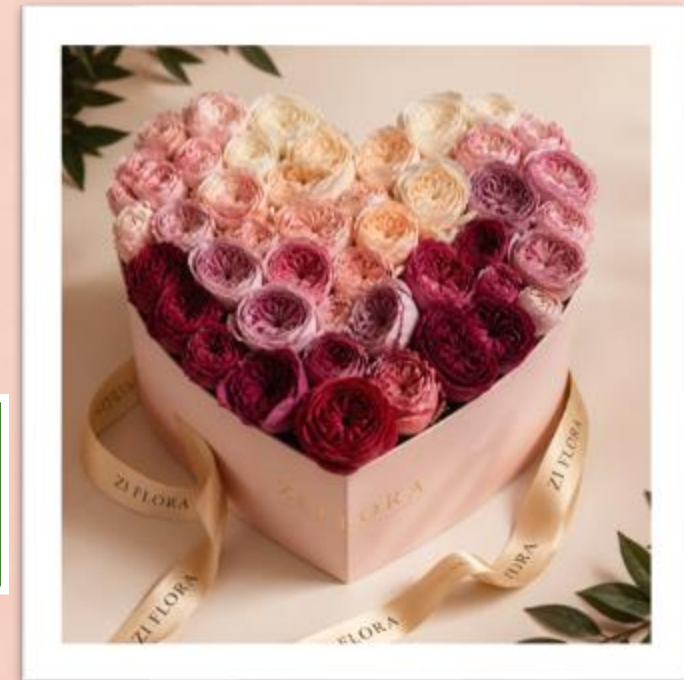
Month	Revenue	Total costs	Profit/(Loss)
January	£3,200	£3,420	-£220
February	£6,500	£4,905	£1,595
March	£5,800	£4,590	£1,210
April	£4,700	£4,095	£605
May	£6,200	£4,770	£1,430
June	£7,500	£5,355	£2,145



Key financial messages

- Estimated operating break-even revenue: approximately £3,600 per month
- Profit is expected from February
- Six-month cumulative forecast profit: £6,765
- Annual forecast revenue: £75,900
- Annual forecast profit: £17,985

ZI Flora combines professional experience, premium design and a controlled online launch.



Conclusion

Professional Experience

Over five years of floristry and event-decoration experience.

Distinctive Business Model

Premium designs, personalised service and reliable London delivery.

Controlled Launch

£11,000 will fund the studio, equipment, stock, website and marketing.

Growth Potential

Digital marketing, partnerships and repeat customers will support future growth.

Future growth will include corporate subscriptions, wider London delivery coverage and permanent staff when sales volume supports expansion.

ZI Flora — Premium Flowers, Personal Service, Memorable Moments

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AI Image Acknowledgement: Visuals and decorative backgrounds for the ZI Flora presentation were generated using OpenAI ChatGPT image generation from prompts created by the author (31 July–7 August 2026).



Thank You for Your
Attention!

Any Questions?

