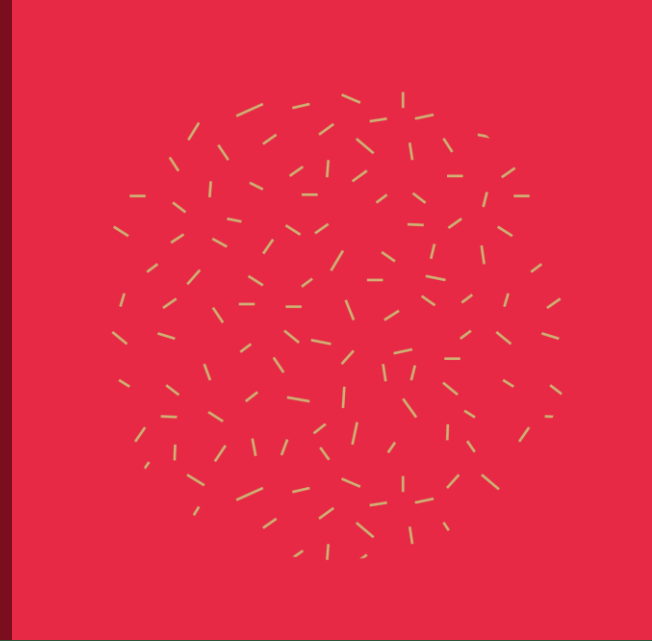




Module : LCBB 5001

Entrepreneurship

Lecturer: Nishi Ramsurrun

Student: Pavlina Kabakchieva - 2125629

Introduction



A new flower shop will be created at the heart of Wales which will be committed to provide high quality fresh flowers

Strength

Unique floral designs
Exceptional customer service (Sarsby, 2016)
Strong online presence

Weaknesses

New business with limited brand awareness (Sarsby, 2016)
Limited initial inventory

Opportunities

Growing demand for fresh flowers in Wales
Expansion into event and wedding florals (Sarsby, 2016)
E-commerce opportunities

Threats

Established flower shops in the area
Economic downturns impacting discretionary spending

Overview of Business



Fresh, locally sourced flowers
Creative and innovative floral designs
Personalized customer service
Online and in-store ordering and delivery

Product and Services

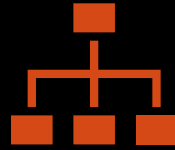
Wide variety of fresh flowers and seasonal arrangements

Custom floral designs for weddings, events, and special occasions

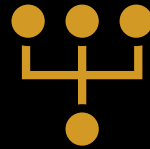
Gift baskets and other floral creations

Delivery services to homes, businesses, and event venues

Management Team Plan



Hierarchical organizational structure will be followed to ensure that the decisions can flow properly, and decisions can come from a person who has required knowledge and experience regarding their tasks



To achieve that, each department will have a head of the department such as operational head, marketing head, financial head, etc (Berry and Berry, 2003)



People who will be working as head of the departments will be selected with interviews, and relevant experience will be valued (Berry and Berry, 2003)

Target Market and Marketing Strategies

The target audience for the business will be the urban corporate people aged between 20-35 years as they are earning a regular salary, so have disposable income at hand

Also, these people need to arrange several functions to maintain their social status which will be assisted by Y Fflur Arbenning (Baker, 2012)

The company will focus on online medium as well as the local advertisement strategies (Baker, 2012)

Competitions and Differentiation Strategies



Competitors
Bank of Flowers
Precious Petals Florist
Interflora UK



Y Fflur Arbenning will work on offering unique flowers that are not widely found at Wales to attract the customers (Kotler and Armstrong, 2010)



The company will hire people to work as sales representative who will go over to meet the client and have a formal meeting with each client to make the sales (Kotler and Armstrong, 2010)

Funding Requirements and Allocation



Y FFLUR ARBENNING IS
AIMING TO OBTAIN A
£50,000 AS AN INITIAL
INVESTMENT TO START
THE BUSINESS IN THE
EARLIEST



MEET THE BREAK EVEN
POINT WITHIN THE 30
MONTHS
EXPAND THE NUMBER OF
STORES WITHIN 36
MONTHS
OBTAIN 100 THOUSAND
FOLLOWERS ON THE
SOCIAL MEDIA
PLATFORMS WITHIN 12
MONTHS

Source	Percentage
Inventory	30% (Panzarino, 2016)
Marketing and Advertising	25%
Store Fixtures and Equipment	20% (Panzarino, 2016)
Working Capital	15%
Contingency Fund	10% (Panzarino, 2016)

Conclusion



I hope this presentation has been able to provide a clear understanding of the business and how the business will be operated



We are confident that your investment will be put into good use, and the company will grow to become a major company in the flower industry



We encourage you to invest in Y Fflur Arbenning so that you can be a part of the business with potential to become the market leader

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