

By Nataliia Kironaki

My business idea is called NK Flowers.
It's a small flower shop that sells fresh bouquets and flower arrangements for birthdays, weddings, and other occasions.
In this presentation, I'll explain my business idea, how it will work, and the key parts of my business plan.



BUSINESS PLAN PPT

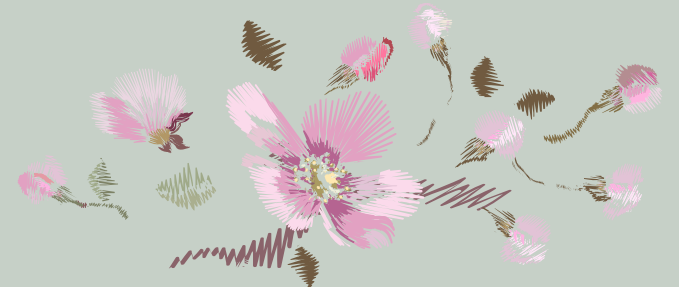
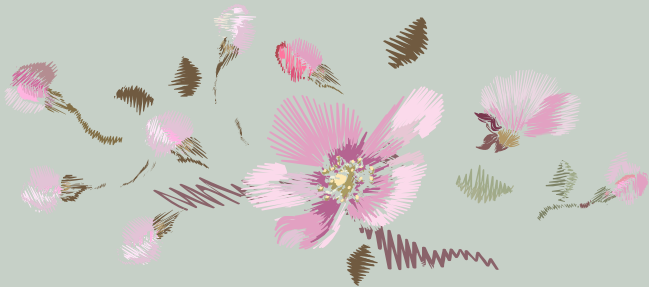
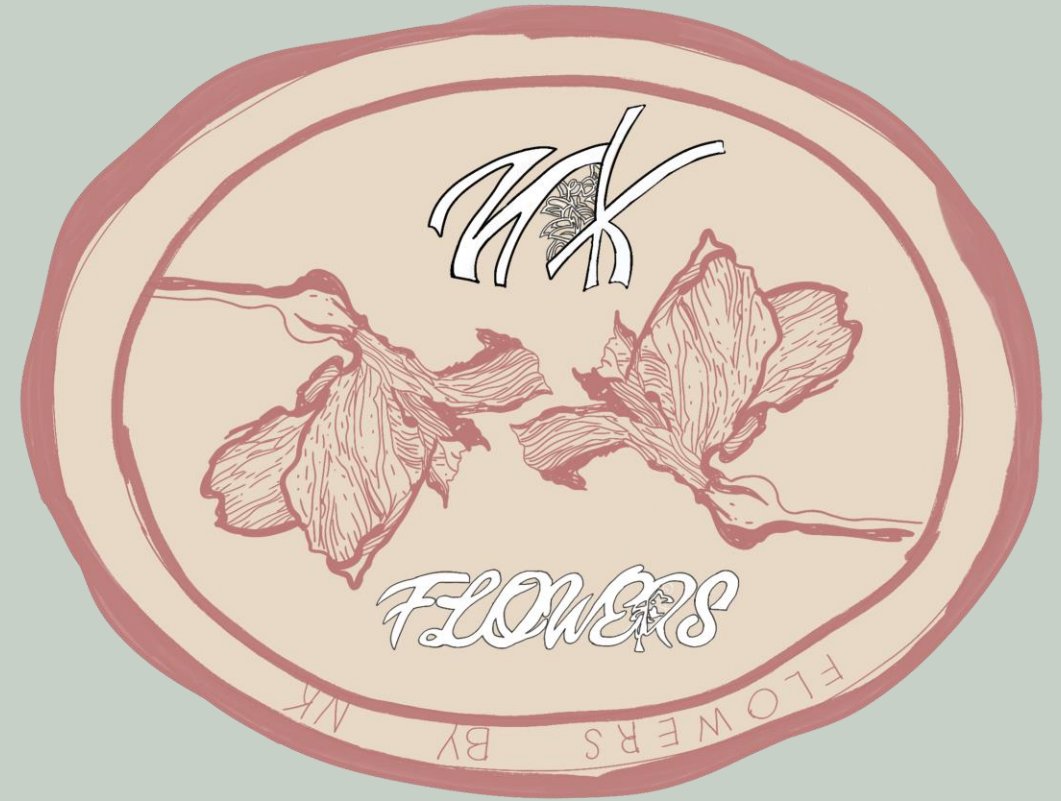
Business Overview

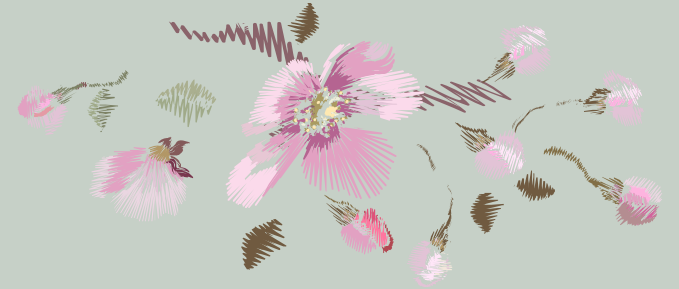
NK Flowers aims to bring beauty and happiness through flowers.

We will use locally sourced flowers and eco-friendly packaging to protect the environment.

Customers can order ready-made bouquets or custom designs for special events.

The business will be a sole proprietorship, which is simple to start and manage.





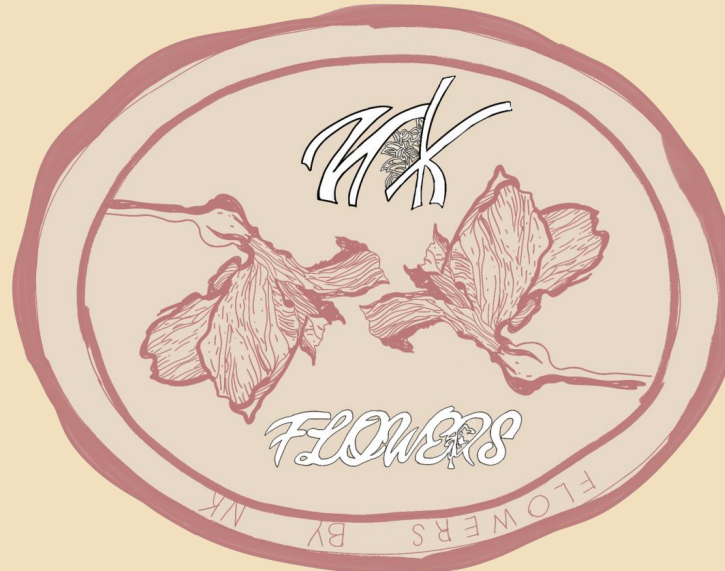
Environmental Analysis (PESTEL)

- Political: The UK supports small businesses through start-up loans and grants.
- Economic: Flower prices can change, but people still buy them for gifts and events.
- Social: Customers now prefer sustainable and local products, which fits my idea.
- Technological: Social media and online orders will help me reach more people.
 - Environmental: I'll reduce waste and use recyclable wrapping.
- Legal: I'll follow health and safety rules and register my business properly.

Marketing Strategies



NK Flowers will focus on social media marketing and local partnerships. I'll use Instagram and TikTok to share bouquet designs and promote offers. A simple website will let customers order online easily. To build loyalty, I'll offer discounts for regular customers and seasonal deals. My target market is mainly young adults and working people aged 18–45 who buy flowers for gifts or home decoration. Prices will be affordable but high-quality to attract repeat buyers.

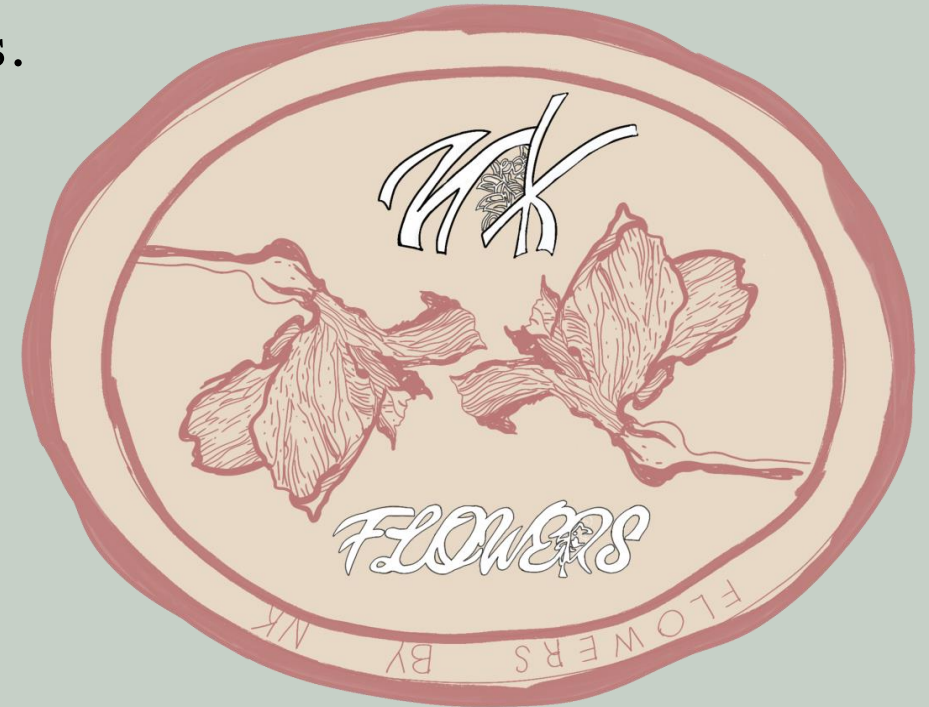




I will need around £8000 to start the business.
This will come from personal savings and
possibly a small business loan.

Shop rent and setup	£4000
Initial Flower stock	£1500
Marketing and Branding	£800
Equipment (fridge, tools, till)	£1200
Miscellaneous	£500

This will cover everything needed to open
and run the shop at the start.



Engagement with Literature Skills

I researched small business tips, marketing ideas, and eco-friendly flower shops using reliable online sources.

This helped me understand what works well in the flower industry and how to attract customers.

Knowledge and Understanding Skills

I used business ideas like PESTEL analysis and marketing mix to plan my business.

This shows I understand how to apply theory to real-life business planning.

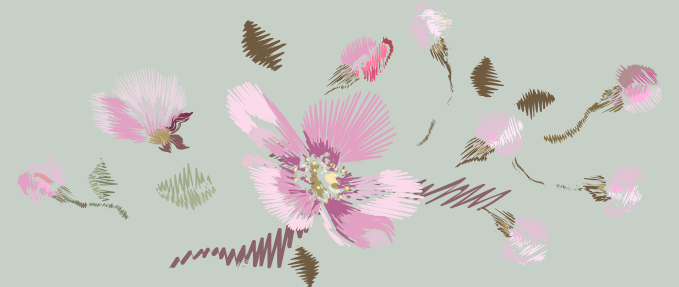
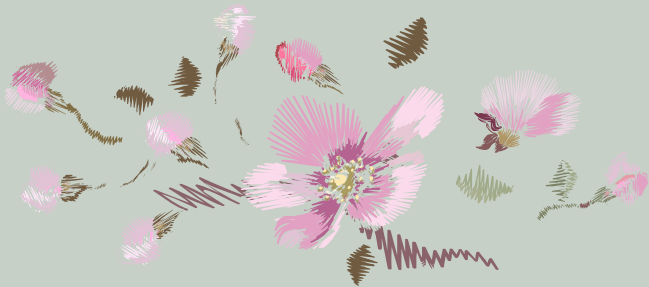
It also helped me make better decisions about marketing and management.

Cognitive and Intellectual Skills

I used problem-solving and critical thinking when planning.

For example, I decided to sell both in-store and online to reach more customers.

I also thought about possible problems, like competition or seasonal demand, and how to handle them.





Practical Skills

I structured my plan step by step — idea, marketing, funding, and strategy.

I looked at how other flower shops work to get real examples and used them to improve my plan.

This shows creativity and realistic thinking.

Transferable Skills

This project helped me build skills in research, planning, presentation, and communication.

It also improved my confidence in explaining ideas and using business tools.

These skills will help me in future jobs or if I run my own business.

THANK YOU

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