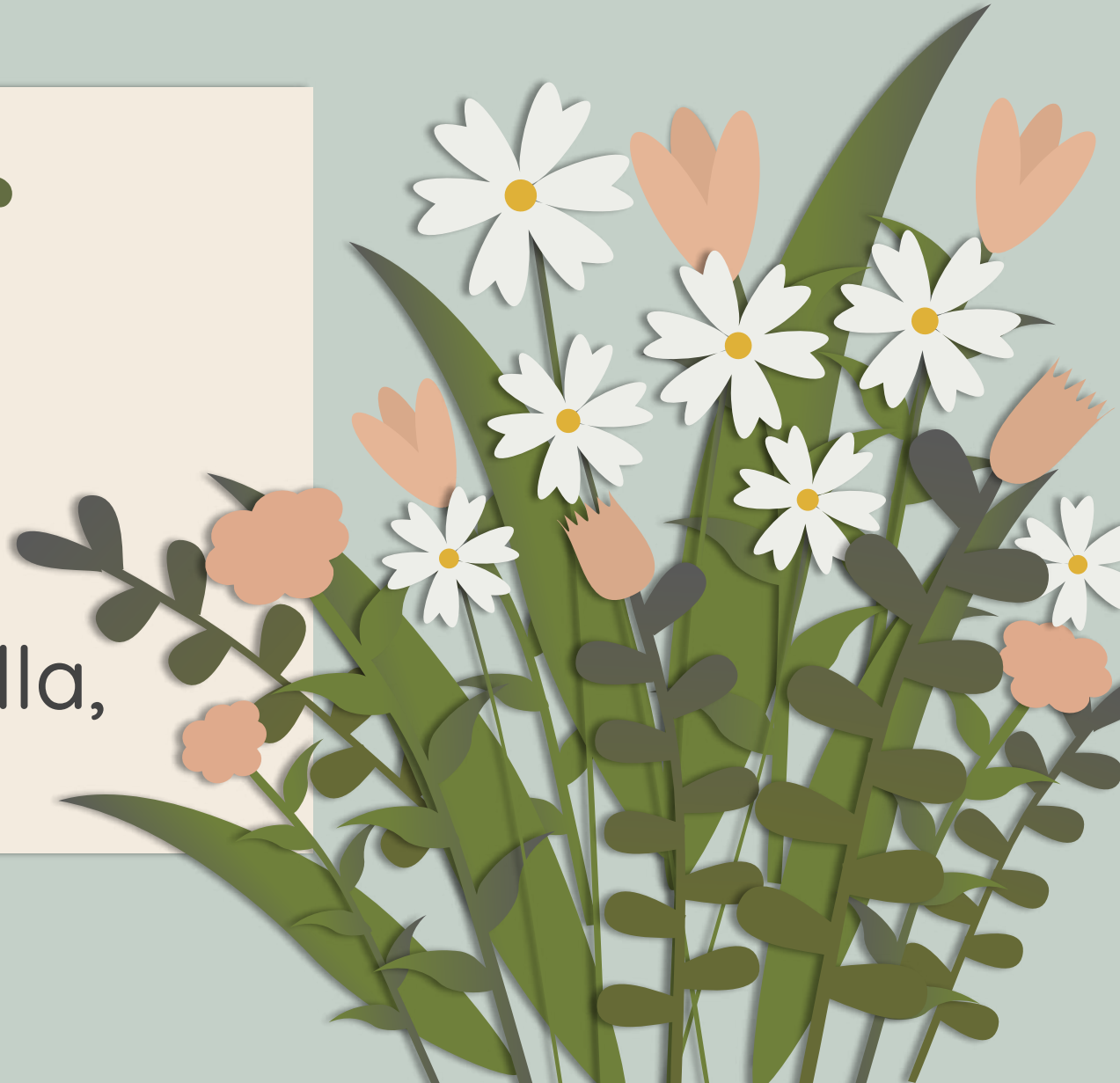


Forever Floral

Addie, Emma, Daniella,
Aubrey



Target Market

- Our target market is people ages 21-75, who want to make their loved ones feel special
- We want to target younger people to send gifts to their significant others, grandparents and family members.
- We also target older people to send flowers to loved ones, as a condolence, or to just let someone know that you are thinking of them!
- Our price is affordable so we target mostly the middle class.
- Also target people seeking a convenient and a hassle-free way to send flowers to loved ones.



Marketing Mix

Product	Price	Promotion	Place
Long lasting-customizable flowers for holidays, special occasions, and to make someone feel special. Flowers that ship monthly so you never forget to send flowers!	\$35-\$430 (determined by how often you pay)	Social Media Platforms + Influencer marketing	Online Website



Product

Flower Subscription Box

- Selection of flowers for holidays, special occasions, and just for fun!
- Boxes are sent monthly so you will never forget to show your loved ones that you are thinking of them.
- Diverse colors, sparkly flowers, and lots of different species.
- Forever Floral gives you options for customization and personalization.
- Guaranteed fresh flowers, grown from our personal flower nursery



The Send
Available in mini, regular, and full size.

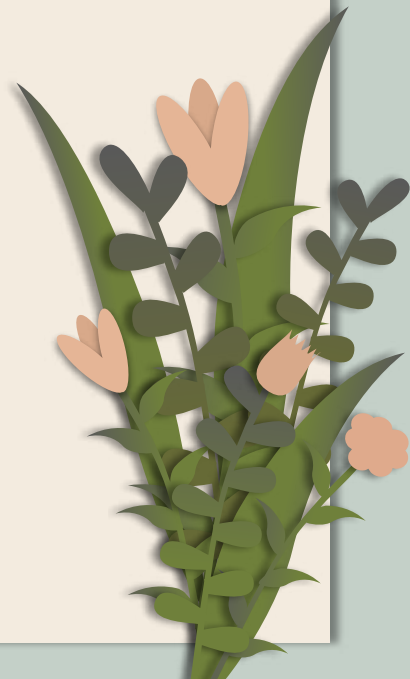


Price



- By paying yearly for your subscription box, you will save \$15 compared to paying monthly
- Trial box option if you are not sure if you want to commit to our subscription (one-time purchase of \$25).
- FreshSends is a similar company but we one up them by offering more customization options and a cheaper price

monthly	quarterly	yearly
\$35 + customizations	\$135 + customizations	\$405 + customizations

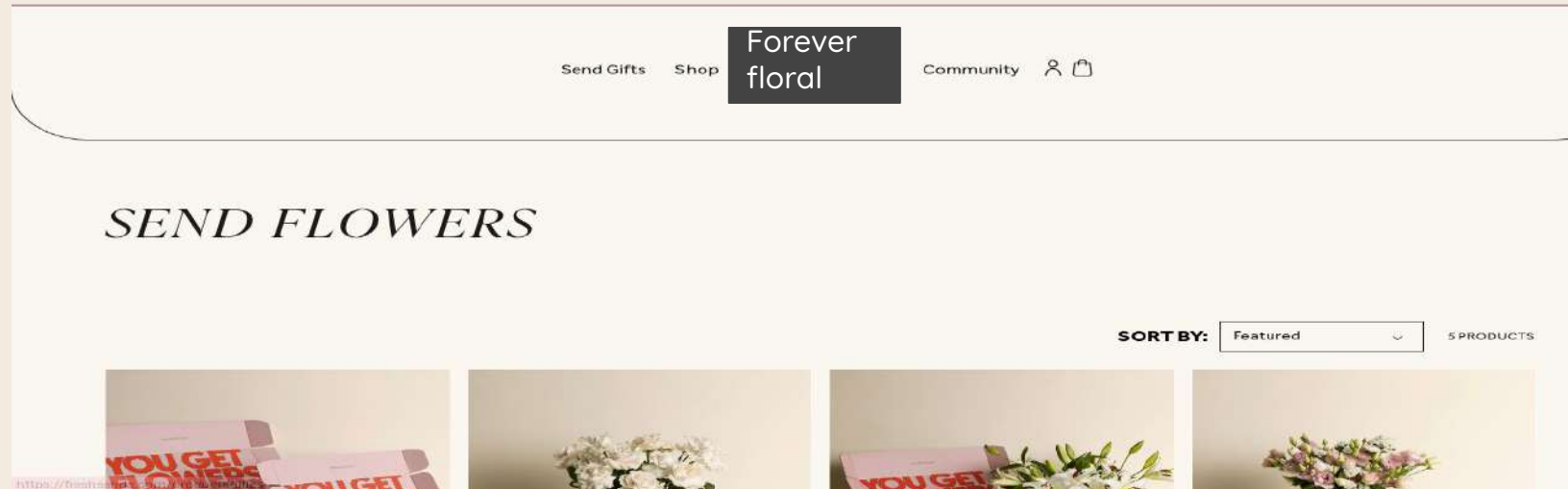


Promotion

- Social Media - TikTok, Instagram, Pinterest, and Facebook.
- Every 6 months you buy flowers you get the 7th month free.
- If you refer 4 people you get 15% off your order!
- Email subscription to update our customers about new products and deals!
- Limited time seasonal flowers attract more/new customers
- We sponsor local flower shops and flower farms as well!



Place- Online Website



- Safe Online Website that is easily manageable for all ages.
- Easy way to sign up for subscriptions, pay, and a efficient process.
- Shipped with FedEx refrigerated trucks to make sure your flowers are good as new!
- Always sent on time for the date that you want the flowers to be received on.

