

Jamie's Floral Delights Marketing Portfolio

Capstone Portfolio for Alycia Harris



Purpose of the Portfolio

Identify

Identify target markets

Create

Create communication plan

Support

Support sustainable growth

Develop

Develop pricing strategy

Establish

Establish implementation
and control processes

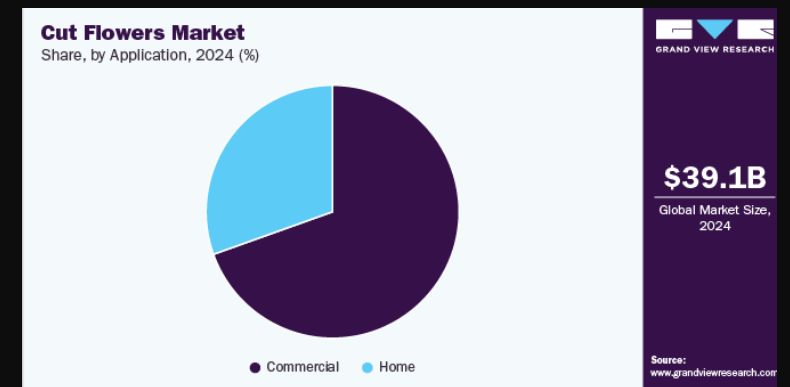
Market Opportunity

Growing floral industry

E-commerce expansion

Subscription growth

Opportunity despite competition



Target Market Analysis

Primary: Consumers 24-44

Secondary: Corporate / Event
and Subscription Customers

Competitive Analysis and Recommended Strategy

Differentiate through customization and personalized service

Build strong local relationships and community partnerships

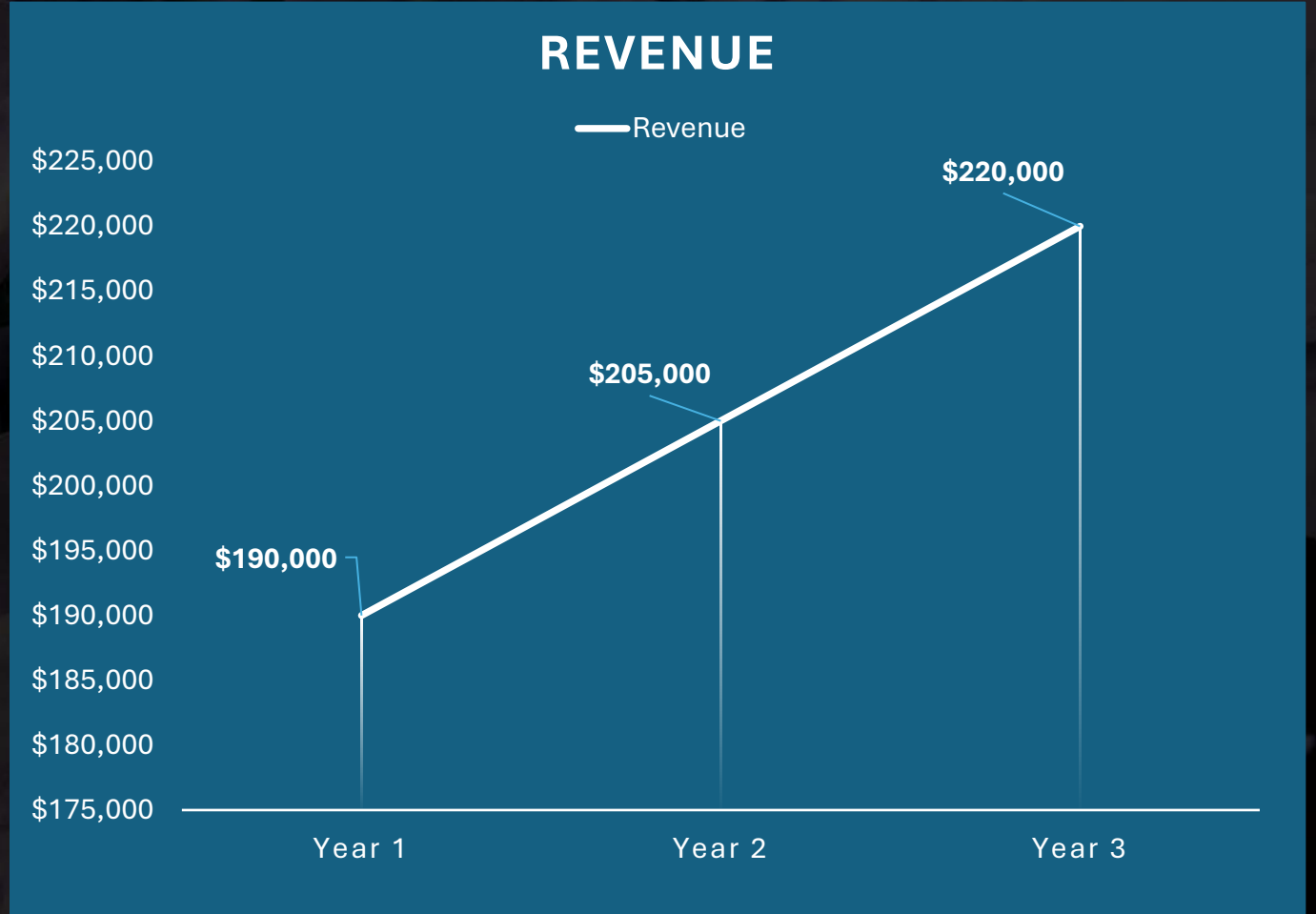
Emphasize customer experience rather than price competition

Leverage flexibility to meet customer needs

Competitive Factor	National Competitors (1-800-Flowers, FTD, Teleflora)	Jamie's Floral Delights
Brand Recognition	Strong	Developing
Geographic Reach	National and International	Local and Regional
Product Approach	Standardized Offerings	Customized Arrangements
Customer Experience	Broad Market Focus	Personalized Service
Community Connections	Limited Local Presence	Strong Local Relationships
Primary Competitive Advantage	Scale and Brand Recognition	Personalization and Differentiation

Financial Strategy

- Revenue expected to increase steadily over the first three years
- Profitability targeted by Year 2
- Growth supported by subscriptions, corporate clients, and digital marketing initiatives





Pricing and Product Strategy

Competitive pricing relative to local and national florists

Multiple price points for different customer segments

Supports recurring revenue through subscriptions

Aligns with profitability goal by Year 2

DIY Kits	Standard Arrangements	Premium Arrangements	Subscription Service
Build-your-own floral kits	Everyday gifting arrangements	Luxury and event florals	Recurring monthly deliveries
Hobbyists and creative customers	General consumer market	Weddings and corporate clients	Loyalty and retention focus
Unique customer experience	Broad customer appeal	Higher-margin offerings	Predictable recurring revenue
Starting at \$25	Starting at \$50	Starting at \$100+	Starting at \$35/month

Integrated Marketing Communications



Implementation and Evaluation

Activity	Q1	Q2	Q3	Q4
Website Launch	☐			
Social Media	☐	☐	☐	☐
SEO Optimization	☐	☐	☐	☐
Community Partnerships	☐	☐		
Email Marketing		☐	☐	☐
Subscription Launch		☐		
Customer Surveys			☐	☐
Performance Reviews			☐	☐
Environmental Scanning	☐	☐	☐	☐

Risk Management and Environmental Scanning

Political

- Regulations

Economic

- Inflation

Jamie's Floral
Delights

Social

- Sustainability

Technological

- e-Commerce

Strategic Recommendations

Focus on primary market

Develop subscriptions

Invest in digital marketing

Differentiate through customization

Conduct quarterly environmental scanning

Expand sustainability initiatives



A person wearing a pink dress is sitting at a desk, writing in a notebook with a pen. On the desk, there is a vase of purple flowers, a pair of scissors, and a glass jar. In the top right corner, there is a bouquet of orange roses. The background is slightly blurred, showing more of the person and the desk.

Marketing Professional Reflection

Knowledge, Skills, and Professional Competencies Demonstrated

- Market segmentation and targeting
- Competitive analysis
- Financial forecasting
- Pricing strategy development
- Integrated marketing communications
- Strategic planning
- Environmental scanning
- Data-driven decision making