

A PROPOSED PROJECT ON SHILLONG ONLINE FRESH FLOWERS



**A PROJECT SUBMITTED IN PARTIAL FULFILLMENT OF THE
REQUIREMENT FOR THE AWARD OF DEGREE OF BACHELOR OF
BUSINESS ADMINISTRATION, NEHU, SHILLONG**

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Preface

This project is based on producing fresh flowers and the sole purpose is to provide the fresh flowers occasionally as people go for fresh one, by online order and home delivery within the state. This project work helps me to improve my knowledge how to manage to develop and maintain the proper facilities. I have tried to highlight and put all possible information as much as I can about the subject. I hope that this project will support in raising the fresh flowers by order online and home delivery within the state and be a successful one. Further, this project is based according to my opinions, thinking and perception and however it may not be in the real figures, facts and procedures. Therefore, suggestions for improvement are most welcome.

Mekerda Garod

3rd Year BBA

Shillong college, Shillong.

ACKNOWLEDGEMENT

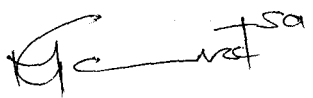
I take this privilege to express my heartiest and sincere gratitude to all the faculty members of the department of Commerce & Management for giving me an opportunity to do a research work in any field I opt for.

I also convey my sincere thanks to our teacher in-charge, Sir T.K Tiewsoh and Ms W.C.K Sohliya of BBA department, Shillong College, for guiding me throughout this project work whom without them this project work would not be a successful one.

Again, I am thankful to all respondents for giving their valuable time.

Last but not the least, I express my great pleasure for being a student of Shillong College under the Principalship of Dr. K.D Ramsiej to carry out the study to the best of my ability.

THANK YOU


(Student's signature)

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METHODOLOGIES ADOPTED

The methodologies that I have collected are both the primary data as well as the secondary data.

The primary data that I have collected are through my own research about the educational status of the state and see what is needed to be done for my proposed project.

The secondary data are the collections of information, some photos from the internet and from magazines.



INTRODUCTION

Floriculture may be defined as “the art and knowledge of growing flowers to perfection”. Being a branch of Horticulture, it deal with the cultivation of flowers and ornamental crop from the time of planning to the time of harvesting .it also includes production of planning materials through seeds, cutting, budding grafting, etc. up to the marketing of the flowers and flower produce.

In Meghalaya, floriculture is mostly practice as a hobby by flower lovers. However, lately the highly cost of planning materials, seeds, cut-flowers etc and the increase in their demand, has created awareness in the grower on the commercial aspect. Although commercial Floriculture is a recent development in Meghalaya, however, considering the natural advantages of having the most varied range of climatic condition in the country, it has a very high potential for cultivation of all types of flowers. The rice flora and the many species of Orchids growing area is a testimony to this effect. This scheme has created a very good and positive impact to the farmers in terms of returns, creating new economic a venues and thereby enhancing the benefits within a short period to the existing assets of the farmers. The beneficiaries selected were made more aware of the benefits of cultivation of ornamental crops and through the incentives given in this scheme have become more motivated especially in the commercial aspect which will automatically improve their socio-economic condition.

Floriculture can grow for so many purposes like decoration, wedding, gift, funerals, church decoration etc. the flowers bloom at varying times of the years, and some plants are annual, dying each winter, the design of flower garden can take into consideration to maintain a sequence of bloom and even of consistent color combinations through varying season.

Flower color is an important feature of both the herbaceous border and the mixed border that includes shrubs as well as herbaceous plants, and of bedding of schemes limited to clourful annuals.



PROJECT SUMMARY

Name of the proprietor- Mekerda Garod

Proposed project- SHILLONG ONLINE FRESH FLOWERS

Name of the service- FLORICULTURE

Area of Location- LAITUMKHRAH

Ownership Type- PRIVATE

Website URL- shillongfreshflower.multiply.com

E-mail Address- shillongfreshflowers@gmail.com

No. of Employees – 17

Banker- STATE BANK OF INDIA (SBI)

Budget profile

Serial no.	Particulars	Amount
1	land(for 5 year)	10,00,000
2	Shop(annually)	84,000
3	Machinery	2,00,000
4	Fuel(home delivery)	10,000
5	Telephone and internet bills	10,000
	Total	13,04,000

Salaries and wages (monthly)

Serial no.	Particular	No.	Amount.
1	Skilled labour	4	24,000
2	Unskilled labour	7	35,000
3	Deliver(workers)	4	24,000
4	Shopkeeper	2	10,000
	Total		93,000

Note: 65% of the investment will be the loan taking from SBI.

35% of the investment will be from personal contribution.



WHY CHOOSE SHILLONG?

In Meghalaya, floriculture is mostly practiced as a hobby by flower lovers.

However, lately the high cost of planning materials, seeds, cut-flowers, etc and the increase in their demand, has created awareness in the grower on the commercial aspect. Although commercial floriculture is recent development in Meghalaya, however, considering the nature advantages of having the most varied range of climatic conditions in the country, it has a very high potential for cultivation of all types of flowers. The rich flora and the many species of orchids growing wild in the state which is the highest ever recorded in single concentrated area is testimony to this flower. We can grow different type of flowers in Meghalaya. Some name of the flower are Carnations, Alstroemeria, Orchid, Dalia, Gerberas, Strelitzia reginae, Gladiolus, Statice, Gomphrena, Rose and different kind of flowering shrubs and house plants etc..

Some picture of flowers



Orchid



Gladiolus



Dahlia



Alstroemria

Production strategy

1. Differentiation strategy.

Under a differentiation strategy, the company tries to be different and unique from its competition. It may offer better quality, quantity, pricing, appearance, and after sales-service, when compared to its competitors. It may offer more features and facilities in its product. It may be more flexible while dealing with its customers. It may also offer quick and better delivery of its product. So, there are many ways, in which a company can remain different from its competitors. If it maintains this uniqueness and difference in its product quality and customer service, then it can charge higher prices.

2. Price or cost strategy

Under price or cost strategy, the company sells its product at a very low price. This strategy is use when the product are homogenous (same) in nature. That is, when the customers cannot distinguish the company's product from the competitors' products. In this case, the company will fix low price. So, the customers will purchase the company's product and not the competitors' product.

3. Quality strategy

Under quality strategy, the company produces and sells high-quality goods and service. The price of such goods and service are naturally very high. However, this strategy attracts those customers who prefer top quality products and are ready to pay necessary appropriate prices. The company must pay special attention to the design of its products. It must upgrade product design and add new product features to satisfy the current needs and demands of its customers. Products which are designed badly will naturally fail in the market. To gain success in the market, the company must smartly.

4. Delivery strategy

Here under delivery strategy, the company delivery its product and services to their customers as early as possible that too within a fixed time period. The company gives top priority to fast delivery of products



and providing quickest accessibility of services. Speed delivery of products and fastest accessibility of services removes the problem of scarcity and unnecessary delays in the market. Delivery strategy is used as selling tactic to fight cut-throat competition.

Mission and Objective

- To Develop and maintain the proper facilities necessary to keep the garden open to the public.
- To Provides a customer satisfaction by providing ther needs and wants.
- To Provides flowers occasionally as people go for fresh ones.
- Order Online, Delivery Within Meghalaya only.
- To Promote, create and further an interest in Flower gardening, in plant life and Bird life.
- To Promote, further and assist in Movements of all kinds having as their object the conservation and enhancing of the nature beauty of the state of Meghalaya.

PEST ANALYSES

Pest stand for the analysis of external factors which beneficial when conducting research before beginning a new project or to help conduct market research, it is useful tool for understanding market growth or decline, and as such the position, potential and direction for a business. The micro environments are political, economic, socioculture and technological forces.

POLITICAL FORCE

The political arena has a huge influence upon the regulation of businesses, and the spending power of consumers and other businesses; we must consider the issues such as;

1. How stable is the political?
2. What is the government's position on marketing ethics?
3. The policy of government in the economy
4. Does government have view on culture and religion?

ECONOMIC FORCE

Marketers need to consider the state of a trading economy in the short and long terms. This is especially true when planning for international marketing

1. Interest rates
2. Climate, natural disaster
3. Nature of competition



SOCIOCULTURE FORCE

The social and culture influences on business vary from country to country. The change in social trends can impact on the demand for a firm's product and the availability and willingness of individual to work.

1. What are the attitudes to foreign product and services?
2. How much time do consumers have for leisure?
3. What are the rule of men and women in the society?
4. Do the populations have a strong/weak opinion on green issue?

TECHNOLOGICAL FORCE

Here we consider the advancement in technology and the potential within the market. The technological factors can lower barriers to entry, reduce minimum efficient production levels, and influence outsourcing decision. Technological is vital for competitive advantage, and is a major driver of globalization.

1. Does technology allow for products and service to be made more cheaply and to a better standard of quality?
2. Does technology offer companies a new way to communicate with consumers for e.g., banners, customers relationship management (CRM) etc..?

ADVANTAGE AND DISADVANTAGE OF PEST ANALYSIS

The advantage and disadvantage of pest analysis is that while the external factors are looked at closely there are no internal evaluations carried out. Due to the advantage and the disadvantage of using either one or the other methods, it is good idea to combine the two to help provide you with best analysis. It is good practice to perform the PEST and then use the results in the opportunities and threat section of the SWOT.

SWOT ANALYSIS

1. INTERNAL FACTORS

(i) Strengths

- ✓ The consumers are able to choose and customize the standard product by using programme to add option like size, color or any flowers that they want in basket, bouquet or vast.
- ✓ The customer can view product on website and able to order online and Delivery on Time.
- ✓ The flower gardening has roper knowledge about the market which will be great strength for the business. What competitors are offering? What are the different packages? What is the price?
- ✓ The flower gardening is located in an area where customers can access easily and the business provides good facilities which is one its strength.

(ii) Weakness

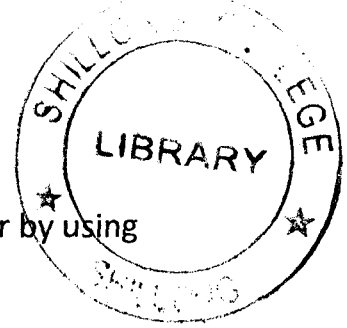
- ✓ The price of the flower is high when comparing with general florists.
- ✓ The cost of shop is high therefore it make product expensive.
- ✓ The attitude of a customer in present think paying for flowers is luxurious.
- ✓ It is a new company. We are not famous therefore we want time to accumulate experience and reputation.
- ✓ Weakness may include higher price than the competition or it the company has no differentiating factor. Because society has a higher price for its products, it can lead customer to look elsewhere for a better deal that would negatively impact sales.

2. External Factors

(i) Opportunities

An opportunity is a situation that allows you to take advantage of the strength for instance, if our strength is making wedding bouquets and the number wedding and other programs is on rise, it would be an opportunity for our flowers shop. Recognise opportunities and take advantage of them to increase our business.

- ✓ To establish a new group of customer who like in innovative style of decoration.
- ✓ There still be a gap in the market and few competitors.
- ✓ The customers are able to customize products and design flowers than they want like bouquets, vases, baskets and hampers, and sweet delight, it make us more opportunity to sell product.
- ✓ Advertising in various media can make the customers remember the flower easily.



- ✓ It is easy to save time and final targeted customer by using high technology.

(ii) Threats.

Just as external situation can provide opportunities they can also create threats. A threat occurs when an external situation can exploit a weakness. If our weakness is that, we have a limited selection of flowers, for instance, another florist might create a threat by offering a wide range of flowers. When we recognize a threat, plan to make changes to overcome a weakness before the threat realized.

- ✓ Taxation is introduced in our product.
- ✓ Price wars with competitors.
- ✓ The customer save cost in expense because of economy is not good.
- ✓ Politic assembly in present effects for the transportation.
- ✓ A competitor has new, innovative products.

ADVANTAGES AND DISADVANTAGES OF SWOT ANALYSIS

The advantages and disadvantages of SWOT analysis is that it is simple to come up with a list but far too easy to miss important external factors.

Coming up with the result of each factor is not enough, for the SWOT to be successful it is essential to carry out further analysis of all the possible threats and disadvantages to make sure that they have been planned for in advance.

MARKET SEGMENTATION

We can segment to those who love flowers. Some people prefer natural flower than artificial flowers. We can operate in commercial areas. We need to look for the convenience of the product to be introduced. We can segment according to their income, occupation, etc.....

GEOGRAPHICAL SEGMENTATION

The market is segmented according to geographic criteria like nation, states, regions, countries, cities, neighborhoods.

- ✓ Region: by continent, state, country or even neighborhood.
- ✓ Size of metropolitan area: segmented according to size population.
- ✓ Population density: often classified as urban, suburban or rural.
- ✓ Climate: according to weather patterns common to certain geographic regions.

PSYCHOGRAPHIC SEGMENTATION

Consumers are divided according to the lifestyle, personality, values and social class.

BEHAVIORALISTIC SEGMENTATION

Is based on actual customer behavior towards products. Some behavioralistic variable:

- ✓ Benefit sought- segmentation according to benefits sought by the consumer.
- ✓ Usage rate- we have to segment according to the number of usage.
- ✓ Brand loyalty
- ✓ User status- potential, first time, regular, etc....
- ✓ Occasions – holidays and evens that stimulate purchases
- ✓ Purchase procedures- sealed bids, negotiation etc.
- ✓ Readiness to buy

DEMOGRAPHIC SEGMENTATION

It includes of dividing the market into group based a variable such as age, gender, family size, income, occupation, education, religion, race and nationality.

Many of these variables have standard categories for their values. For example, family life cycle often is expressed as bachelor, married with no kids (DINKS: double income, no kids), full-nest, empty nest, or solitary survivors.

TARGET MARKETING

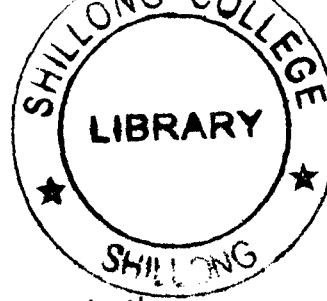
We can target occasional buyers like funeral, wedding, party, gift, church, etc. The buyers have unique needs and wants. Some people prefer for natural flowers. we can grow many different types of flowers.

Target marketing tailors marketing mix for one or more segments identified by market segmentation. Target marketing contrasts with mass marketing which offers a single product to the entire market. The two important factors to consider when selecting a target market segment are the attractiveness of the segment and the fit between the segment and the firm's objectives, resources and capabilities.

MARKET POSITIONING

We can offer any kind of flower that the customer demands and needs. We can also deliver the produce just-in-time. We are going to deliver the products within a specific time. In case if the delivery is late then the consumer will get on free cost. We can offer product at greater value and deliver at greater value. We can position through advertising, in such a way that it can attract the customer attention towards the product.

Positioning is also defined as the way by which the marketers create an impression in the customers mind.



MARKETING MIX

The marketing mix is the combination of element necessary to the planning an execution of the total marketing operation. The total marketing operation mainly consist of three processes, analyzing situation of companies, STP, marketing mix. It was specifically divided into seven(7)ps.

1. PRODUCT/SERVICE

Services are deeds, act or performances. Here we can also provide services like delivery system. We can also deliver the product to the customers at a right time.

A product is seen as an item that satisfies consumers and wants. The flowers have to reach the expectation of the customers. The florist can offer of flowers good quality with different design and features.

- ✓ We can offer 3 size as small, medium and large size.
- ✓ We can offer lots of products such as bouquets, vases, baskets and hampers, sweat delights, wreath, events and other.
- ✓ Customers can get in many designs.

2. PRICE

Price is the amount of money customers have to pay to obtain the product. The price of the product is not fixed and is dependent on several factors. They negotiate the price with each customers like offering discounts and all. The price of the flowers differs from one another. It could be Rs. 12/15/25/45/60 etc, according to the flowers.

Pricing is important because it has direct bearing on sales and profits of an organization.

3. PLACE

Place includes company activities that makes the product available to target customers. We have to consider where most of the consumer and where to locate our product.

- ✓ Flower shop is at police bazar.
- ✓ Received order at website- shillongflower.multiply.com
- ✓ Email-shillongflowers@gmail.com
- ✓ Received order at telephone number +918014183146

4. PROMOTION

It refers to the set of activities which communicate the features of the product to the customer and convince the customer to buy it. We have to consider the cost of promotion. It includes the cost incurred for advertising of the products. We have outside service package for customers in various occasions such as wedding, farewell or any celebrities. Promotion represents all of the methods of communication that a marketer may use to provide information to different parties about the product. Promotion comprises elements such as: advertising public relations, personal selling and sales promotion.

5. PEOPLE

People are essential ingredient in service provision, recruiting and training the right staff is required to create a competitive advantage,

The costumers make judgment about goods provision and delivery based on the people representing the organization.

People constitute an important dimension in the management of services in their role both as performers of services and as customers. People as performers of services are important because a customer sees a company through its employees.

6. PHYSICAL EVIDENCE

Physical evidence is about where the service is being delivered from. Here it can change premium price for a goods and establish positive experience. The customers will make judgment about the organization based on the physical evidence.

Physical evidence is to a service, what the packaging is to a product. In services, the product itself being intangible, the need is to tangibilise it as far as possible. Thus, physical entities can be successfully employed to describe the service product and its distinguish qualities.

7. PROCESS

Process refers to the procedures which are followed when delivering a service to a customer. In terms of flowers shop, we need to know when we can offer discounts and all. When to sell a types of product, at what time? These are all process.

CONCLUSIONS

This propose project for Shillong Online Fresh flowers is to promote the life style of the people in Shillong through online shopping of the fresh flowers and free home delivery. Floriculture can grow for so many purposes like decoration, wedding, gift, funerals, church decoration etc. the flowers bloom at varying times of the years, and some plants are annual, dying each winter, the design of flower garden can take into consideration to maintain a sequence of bloom and even of consistent color combinations through varying season. Flower color is an important feature of both the herbaceous border and the mixed border that includes shrubs as well as herbaceous plants, and of bedding of schemes limited to colourfull annuals.