

# 18 FLOWER SHOP



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## 1. INTRODUCTION

Opening a flower shop in Uttarakhand can be a rewarding venture, given the region's rich floral diversity and growing demand for fresh flowers. Uttarakhand is known for its picturesque landscapes and vibrant culture, making it an ideal location for a flower shop. The state produces various flowers, including roses, marigolds, lilies, and orchids, in high demand for weddings, festivals, and daily floral arrangements.

## 2. SERVICE & ITS APPLICATION

### 1. Floral Arrangements:

**Application:** Create beautiful and customized floral arrangements for various occasions, such as weddings, birthdays, anniversaries, and corporate events.

- **Benefits:** Enhances the ambiance of events and provides a personalized touch to celebrations.

### 2. Bouquet Delivery:

- **Application:** Offer a delivery service for fresh flower bouquets to customers' homes, offices, or event venues.

- **Benefits:** Convenient for customers who want to send flowers as gifts or for special occasions without visiting the shop.

### 3. Wedding Floral Services:

- **Application:** Provide complete wedding floral services, including bridal bouquets, boutonnieres, centerpieces, and venue decorations.

- **Benefits:** Ensures the wedding venue looks stunning and aligns with the couple's theme and preferences.

### 4. Event Decoration:

- **Application:** Offer floral decorations for various events, such as corporate functions, parties, and cultural celebrations.

- **Benefits:** Creates a visually appealing environment and enhances the overall experience of the event.

### 5. Sympathy and Funeral Flowers:

- **Application:** Arrange funerals and memorial services, such as wreaths, sprays, and sympathy bouquets.

- **Benefits:** Offers a way for customers to express their condolences and support to grieving families.

- **Seasonal Celebrations:** Seasonal and festival flowers help customers celebrate important cultural and religious events with appropriate floral displays.

## Applications and Benefits

- **Personal and Gifting Needs:** Floral arrangements and bouquets are perfect for personal use and as gifts for loved ones on special occasions.



- **Event Decoration:** Flowers play a crucial role in enhancing the ambiance and aesthetic appeal of events, making them memorable and visually stunning.
- **Corporate Services:** Providing floral decorations for corporate events, offices, and business functions helps create a professional and welcoming environment.
- **Sympathy and Support:** Sympathy flowers offer comfort and support to grieving families, providing a thoughtful way to express condolences.
- **Seasonal Celebrations:** Seasonal and festival flowers help customers celebrate important cultural and religious events with appropriate floral displays.

### 3. DESIRED QUALIFICATION FOR PROMOTER

To effectively manage a successful flower shop, it is advantageous to possess a degree in Business Administration, Marketing, Horticulture, or a related field, as well as certifications or courses in floristry. Proficiency in marketing and sales, particularly in online marketing and social media management, is essential for promoting the shop and attracting customers. Excellent customer service skills are crucial for ensuring client satisfaction and loyalty. In addition, expertise in floral design techniques and the ability to create customized arrangements for various occasions are necessary. A thorough understanding of the local market, including customer preferences, competition, and seasonal flower availability, is essential. Familiarity with local festivals, events, and cultural practices related to flower use is also beneficial. Lastly, strong business management skills, including planning, budgeting, and financial management, are vital for overseeing daily operations, managing inventory, and ensuring profitability.

### 4. BUSINESS OUTLOOK AND OPPORTUNITIES

#### Business Outlook

The floral industry in Uttarakhand holds significant promise due to the state's favorable climate, cultural richness, and increasing demand for flowers in various events and celebrations. Key factors contributing to a positive business outlook include:

1. **Growing Demand:** There is a consistent demand for fresh flowers for weddings, festivals, religious ceremonies, corporate events, and personal occasions.
2. **Tourism Boost:** Uttarakhand's thriving tourism industry enhances the flower market, as tourists often purchase floral arrangements and souvenirs.
3. **Cultural Significance:** Flowers hold cultural and religious importance in Uttarakhand and are used extensively in rituals, festivals, and daily worship.
4. **Economic Growth:** Rising disposable incomes and urbanization contribute to increased spending on luxury items, including flowers and decorative plants.
5. **Government Support:** The Uttarakhand government promotes floriculture through subsidies, training programs, and initiatives to enhance flower cultivation and marketing infrastructure.

#### Opportunities

1. **Event and Wedding Market:**
  - **Opportunity:** Providing customized floral arrangements, decorations, and bouquets for weddings and events.
  - **Application:** Collaborate with wedding planners and event organizers to offer tailored floral services.
2. **Corporate and Hospitality Sector:**

- **Opportunity:** Supplying fresh flowers and decorative plants to offices, hotels, and restaurants.
  - **Application:** Establish contracts with corporate clients and hospitality businesses for regular floral deliveries and décor services.
3. **Online Sales and Delivery:**
- **Opportunity:** Launching an e-commerce platform for online flower sales and delivery services.
  - **Application:** Offer convenient online ordering and doorstep delivery to cater to tech-savvy customers and those with busy lifestyles.

## 5. MARKET POTENTIAL AND MARKETING ISSUES

Uttarakhand has immense potential for flower cultivation and floriculture. The state's diverse agro-geo climate conditions make it suitable for growing various flowers like gerbera, orchids, carnations, gladiolus, roses, Lilium, and tulips. The government has been focusing on boosting the floriculture sector, aiming for robust growth and increased employment opportunities. Currently, Uttarakhand contributes 8-10% of flowers to the Delhi market, with a trade turnover of approximately ₹25 crore.

### Marketing Issues for a Flower Shop in Uttarakhand

1. **Limited Digital Presence:** Many flower shops in Uttarakhand still lack a strong digital presence, with only a few having websites or active social media profiles.
2. **Infrastructure Challenges:** While the government has planned infrastructure facilities for pre-cooling, sorting, grading, packing, storage, and marketing, the actual implementation may still be lacking in some areas.
3. **Competition:** With the increasing number of flower markets and shops, competition is high, making it challenging to stand out and attract customers.
4. **Supply Chain Issues:** Ensuring a steady supply of fresh flowers can be difficult, especially during off-season or adverse weather conditions.
5. **Awareness and Education:** There is a need for greater awareness and education among consumers about the benefits and uses of different types of flowers.

## 6. BUSINESS INPUTS AND MATERIAL REQUIREMENTS

To successfully set up and run a flower shop in Uttarakhand, you'll need various business inputs and materials. Here's a detailed list:

### Business Inputs

1. **Business Registration:** Obtain necessary licenses and permits, such as Shop and Establishment Registration, GST registration, and PAN card.
2. **Location:** Secure a prime location with high foot traffic, such as near shopping centers, markets, or residential areas.
3. **Suppliers:** Establish relationships with local flower growers and wholesalers to ensure a steady supply of fresh flowers.



4. **Inventory Management System:** Implement a system to keep track of your inventory, manage stock levels, and avoid overstocking or shortages.
5. **Marketing Plan:** Develop a comprehensive marketing plan to promote your flower shop through social media, local advertising, and collaborations with event planners and wedding venues<sup>3</sup>.

## Material Requirements

1. **Flowers:** Various fresh flowers such as roses, lilies, orchids, carnations, and marigolds.
2. **Floral Foam:** Used to hydrate flowers in arrangements and bouquets.
3. **Vases and Containers:** Different sizes and styles of vases, containers, and baskets for floral arrangements.
4. **Wrapping Materials:** Tissue paper, wrapping paper, ribbons, and gift bags for packaging bouquets and floral gifts.
5. **Tools and Equipment:** Floral scissors, wire cutters, pruning shears, and other tools for arranging and maintaining flowers.
6. **Preservatives and Food:** Flower food and preservatives to extend the life of cut flowers.
7. **Display Units:** Shelves, refrigerators, and display stands to showcase your floral arrangements attractively.
8. **Point of Sale (POS) System:** A POS system to manage transactions, track sales, and handle customer billing.

## 7. OPERATIONS AND EXECUTION PROCESS

Opening and running a flower shop in Uttarakhand involves several key operational steps and processes. Here's a detailed guide to help you manage your flower shop efficiently:

### Operations and Execution Process

1. **Business Planning:**
  - **Market Research:** Conduct thorough research to understand the local flower demand, identify your target audience, and analyze your competition.
  - **Business Plan:** Develop a comprehensive business plan outlining your goals, target market, pricing strategy, financial projections, and marketing plan.
2. **Legal Compliance:**
  - **Business Registration:** Register your flower shop with the relevant authorities and obtain the necessary licenses and permits.
  - **GST Registration:** Register for GST and obtain a GSTIN for tax purposes.
  - **Health and Safety Compliance:** Ensure your shop meets local health and safety regulations.
3. **Location and Setup:**
  - **Choosing a Location:** Select a prime location with high foot traffic, such as near shopping centers, markets, or residential areas.

- **Shop Setup:** Design your shop to create an inviting and attractive ambiance. Arrange display, shelves, and refrigeration units for flowers and floral arrangements.
4. **Inventory Management:**
- **Supplier Relationships:** Establish and maintain relationships with local flower growers and wholesalers to ensure a steady supply of fresh flowers.
  - **Stock Management:** Keep track of your inventory to avoid overstocking or running out of popular flowers. Use an inventory management system to streamline this process.
5. **Service Offerings:**
- **Floral Arrangements:** Create customized floral arrangements for various occasions, such as weddings, birthdays, anniversaries, and corporate events.
  - **Bouquet Delivery:** Offer delivery services for flower bouquets to homes, offices, and event venues.
  - **Event Decoration:** Provide floral decorations for weddings, parties, and corporate events.

## 8. MANPOWER REQUIREMENT

Sr. No	Particulars	No.	No of month in the year	Wages/Salaries per month (Rs. In Lakhs)	Annual Expense (Rs. In Lakhs)
1	Owner and manager (self-employed)	1	12	0	0
2	Florist	1	12	0.1	1.2
3	Sales associate and delivery Personnel	1	12	0.12	1.44
4	Helper	1	12	0.06	0.72
<b>Total</b>					<b>3.36</b>

## 9. IMPLEMENTATION SCHEDULE

Sr. No.	Activity	Time Required (in months)
1	Site Selection for shop	0.5
2	Arrangement of Finance	1
3	Equipment Purchase	1
4	Staff Hiring	0.5
5	Marketing	1
<b>Total time required (some activities shall run concurrently)</b>		<b>4</b>

## 10. COST OF PROJECT

Sr. No	Particulars	Annual Expenses (Rs. in lakhs)
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1	Land	-
2	Building (Rented)	0.10
3	Plant & Machinery	0.30
4	Equipment and Furniture Exp.	0.20
5	Misc. Fixed Asset	0.02
6	Preoperative & Preliminary Exp.	0.02
7	Working Capital	2.91
<b>Total Project Cost</b>		<b>3.55</b>

## 11. MEANS OF FINANCE

Sr. No.	Particulars	Annual Expenses (Rs. in lakhs)
1	Promoter's contribution	1.42
2	Bank Finance	2.13
<b>Total</b>		<b>3.55</b>

## 12. LIST OF MACHINERY AND EQUIPMENT

### A. MACHINERY

Sr. No	Particulars	Unit	Price per Unit (Rs. in lakhs)	Total Amount (Rs. in lakhs)
1	Computers with all necessary hardware and installed Windows	1	0.30	0.30
<b>Grand Total Amount</b>				<b>0.30</b>

### B. FURNITURE & EQUIPMENT

Sr. No	Particulars	Unit	Price per Unit (Rs. in lakhs)	Total Amount (Rs. in lakhs)
1	Vases and Containers	100	0.00	0.10
2	Floral scissors, wire cutters, pruning shears etc.	1	0.05	0.05
3	Display Units	5	0.01	0.05
<b>Total Rs.</b>				<b>0.20</b>

## 12. SUPPLIERS OF MATERIALS AND EQUIPMENT

- Raju Flowers & Gift Centre**
  - Address:** Open Market Near Suaib Dairy Baurari, NEW Tehri, Tehri Garhwal, Uttarakhand 249001
  - Phone:** 090068 95508
- Narayan Flowers**
  - Address:** Haridwar Road, Ganesh Temple, Triveni Ghat, Rishikesh, Uttarakhand 249201
- Durga Flowers & Decoration**
  - Address:** Roorkee Road, Near Kali Mata Mandir, Bahadrabad, Haridwar, Uttarakhand 249402
  - Phone:** 091493 17977

### Floral Supplies and Equipment

- Petals Gallery**
  - Address:** Shop no. 14 Abhishek Tower, 14 Subhash Road, Dehradun, Uttarakhand 248001
  - Phone:** 094111 12593
- Baghel Agro Industries**
  - Address:** Various locations across Uttarakhand
  - Specialty:** Fresh flowers, including roses, marigolds, gladiolus, and more

## 13. SALES REALIZATION AND PROFITABILITY

Sr. No	Service	Sales in Percentage	INR
1	Floral Arrangements	25.0%	2.25
2	Event Decoration	25.0%	3.6
3	Home and Office Decoration	15.0%	0.54
4	Gift Bouquets	10.0%	0.675
5	Sympathy Flowers	5.0%	0.45
6	Subscription Services	5.0%	0.9
7	Personalized Gifts	15.0%	0.36
	<b>Total</b>	<b>100.00%</b>	<b>8.775</b>

## 14. PROFITABILITY PROJECTION

Sr. No	Particulars	Annual Expenses (Rs. in lakhs)
A.	Sales realisation	8.78
B.	Cost of production	
i)	Raw materials	0.50
ii)	Utilities	0.14
iii)	Manpower Cost (Salaries/wages)	3.36



iv)	Administrative expenses	0.04
v)	Packaging Cost	0.10
vi)	Material Lost Cost	0.10
vii)	Selling & distribution expenses	0.06
viii)	Repairs & maintenance	0.10
ix)	Rent	0.10
x)	Interest	0.24
xi)	Misc. expenses	0.00
	Total (B)	4.74
	Gross profit/loss (A – B)	4.04
	Less: Depreciation	0.06
C.	PBIT	3.98
D	Income-tax	-
E	Net profit/loss	3.98
F.	Repayment (Annual)	0.19
G	Retained surplus (E-F )	3.79

#### 14. BREAK-EVEN ANALYSIS

<b>Fixed cost</b>	
Land & Building Rent	0.10
Depreciation	0.06
Interest	0.24
Manpower	1.01
<b>Total Fixed cost</b>	<b>1.40</b>
<b>Variable cost</b>	
Raw materials	0.50
Utilities	0.14
ManPower	2.35
Administrative expenses	0.04
Selling & distribution expenses	0.06
<b>Total Variable cost</b>	<b>3.09</b>
<b>Contribution margin</b>	<b>20%</b>
Break-Even Point in Value	7.02

#### 15. STATUTORY APPROVALS

The following statutory approvals will be required:

1. **GST Registration**
2. **Trade License** from the local municipal authority.
3. **MSME Registration**
4. **Event Licensing** for specific venues or events.

## 16. TRAINING CENTERS AND COURSES

1. **Uttarakhand Technical University**
  - **Course:** Certificate in Commercial Flower Production
  - **Location:** Post Office, Chakrata Rd, Chandanwadi, Prem Nagar, Sudhowala, Dehradun, Uttarakhand 248007
  - **Contact:** Uttarakhand Technical University
2. **National Skill Development Network**
  - **Course:** Skill Development and Vocational Training in Floriculture
  - **Location:** Various locations across Uttarakhand
  - **Contact:** National Skills Network
3. **Target Study**
  - **Course:** Certificate Course in Commercial Flower Production
  - **Location:** Various colleges in Uttarakhand
  - **Contact:** Target Study

These courses and training centers can provide you with the knowledge and skills needed to manage a flower shop effectively.

1. **Swayam Portal (<https://swayam.gov.in>)**

These training centers provide valuable courses in event management, decor planning, and wedding coordination.

### Disclaimer

Only a few machine manufacturers are mentioned in the profile, although many are available in the market. The addresses given for machinery manufacturers have been taken from reliable sources to the best of my knowledge and contacts. However, no responsibility is admitted, in case any inadvertent error or incorrectness is noticed therein. Further the same have been given by way of information only and do not carry any recommendation.