

PROJECT REPORT

A BRIEF STUDY ON FLORIST BUSINESS IN KOHIMA

*Project report submitted to the Nagaland University in partial fulfilment for
the award of the degree of Bachelor of Commerce*

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DECLARATION

I declare that the project report entitled 'A BRIEF STUDY ON FLORIST BUSINESS IN KOHIMA' submitted by me for the award of the degree of **Bachelor of commerce** of Nagaland University is my own word. The project report has not been submitted for any other degree of this University or any other university

VEDULU TUNYI

CERTIFICATE

I forward this project report to be placed before the examiners for evaluation.

NGIPLON RACHEL CHOHWANGLIM
SUPERVISOR

ACKNOWLEDGEMENT

I would like to express my sincere gratitude to my project guide,

Miss NGIPLON RACHEL CHOHWANGLIM for giving me this opportunity to work on this topic. It would never be possible for me to take this project to this level without his innovative ideas and his relentless support and encouragement

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CHAPTER-1 INTRODUCTION

1.1 Introduction

The Conceptual Background of Floral Marketing: Flowers have occupied core position in people's lives since the most primitive times. From that time, the uses of flowers have increased day by day to all the people across the globe. Eventually, now it has developed into a very fast growing as well as competitive industry to the business people. To survive in this florist business arena and to persuade the floral customers in a more convincing way, every floral business person is now trying to adopt the floral marketing activities. The concept arose of Floral Marketing and Floral Branding. In the concept of Floral Marketing, a business person tries to bestow the floral products a proper recognition with creative branding elements and by packing and shaping it in an attractive manner.

Basically, Floral Products refer flowering and foliage plants and fresh-cut flowers and greens. To tailor these floral products, a person must need to determine the kind of service he or she wants to provide to the floral customers. Based on this, there are three major dimensions of a florist business: Wholesale florist service retailers with fresh-cut flowers and potted plants, Retail florist service and Floral supplier. Thus in this age, floral professionals and researchers recognize that more investigations need to be conducted to accumulate further specific information about these floral consumers. The more true perception of these floral purchasers can be collected, the more accurate floral marketing strategy can be undertaken to sway them more evocatively.

1.2: Review of Literature

According to Fossum (19), there were approximately 12,000 establishments in the United States engaged in commercial production of flower crops in both 1949 and 1959. During this 10-year interval, the wholesale value increased from \$200 million to \$300 million. In general, prices per unit, dozen, or bunch underwent little change. Consequently, the 50 percent increase in wholesale value of the crops was largely due to increased production. During this same period that portion of retail floriculture covered by the business census underwent an increase of 30 percent in respect to the number of establishments and 70 percent in relation to the value of sales. Fossum concluded by stating that the decade of the 1950's found the following related business or economic factors undergoing an increase of about 50 percent: (1) industrial production, (2) florists' crop production, (3) per capita disposable income, (4) all retail trade, (5) consumer expenditures for the goods and services of floriculture, and (6) the retail sales of specialized retail florists and retail growers. According to the Oklahoma State Board of Agriculture and the Oklahoma State University Department of Horticulture there have been no published research studies conducted concerning business practices of retail florists in Oklahoma, although such organizations as the Florists Telegraph Delivery Association (FTDA) have closely followed various phases of business in the state.

A study of the retail florists identified the fact that most retail florist establishments in the United States are independent. About 85 percent had annual sales of less than \$50,000 in 1954, as compared with 82 percent for all types of retail stores. They further stated that the average retail florist used little advertising and had not developed a substantial demand for flowers for everyday decorative purposes in the home. In addition, 36 percent of the firms did a net sales volume of less than \$30,000 per year. Thirty-six percent of the firms reported between \$30,000 and \$50,000 per year, and 28 percent reported more than \$50,000. The researchers indicated that location of a flower shop is of minor importance since it is a retail business which primarily serves the demand created by special occasion buying. The study showed that flower shop sales were lowest in the late summer and early fall and highest during the 3 winter months. The majority of sales are made by telephone or telegram and the buyer seldom makes a personal selection. The survey indicated that more than 85 percent of the participating firms kept their own books, and that 75 percent did -not keep stock records. The mark up for cut flowers indicated by the Texas florists ranged from 50 to 400 percent. Eighty-two percent of the florists reporting indicated a 300 percent mark up. A 3 to 1 mark up on pot plants was most frequently mentioned. There was less variation in the mark up of gifts.

1.3: Objective of the Study

(a).To figure out the current scenario of floral industry of Bangladesh as well as the various marketing initiatives taken by our businessperson to market flowers.

(b).To study and take an in-depth knowledge of floral marketing and floral branding.

(c).To analysis the future potentials of floral industry of Bangladesh.

(d).To anticipate the different obstacles in the way of development of this industry

(e) To recommend some suggestions to enhance the practice of floral marketing in Bangladesh.

1.4: Research Questions

- 1 .What are the challenges and problems face by the business?
2. What is the profitability trend of the business?
3. What are the tools used in floral design?
4. What are the values and supply of the business?

1.5: Research Method

To conduct this study, the exploratory research design has been used and the qualitative methods such as Internet reviews and structured interviews to gain deep insight of floral marketing practices, current trends, mechanisms etc.

Method of data collections:

1. Primary data: The main source of data collection is based on personal interview and questionnaires.
2. Secondary data: secondary data which is gathered from the websites and journals. Also a collection of group discussions in-depth case studies on the floral traders of Kohima city were executed during the month of Feb. 2022.

CHAPTER-2 FLORIST BUSINESS IN KOHIMA

2.1 NAGA ORIENTAL BLOOM IN KOHIMA

Naga Oriental Bloom in Kohima is one of the leading businesses in the Flower Shops. Also known for Florists, Flower Shops and much more

Location and Overview:

Naga Oriental Bloom in Kohima H O, Kohima is a top player in the category Flower Shops in the Kohima. This well-known establishment acts as a one-stop destination servicing customers both local and from other parts of Kohima. Over the course of its journey, this business has established a firm foothold in it's industry. The belief that customer satisfaction is as important as their products and services, have helped this establishment garner a vast base of customers, which continues to grow by the day. This business employs individuals that are dedicated towards their respective roles and put in a lot of effort to achieve the common vision and larger goals of the company. In the near future, this business aims to expand its line of products and services and cater to a larger client base. In Kohima, this establishment occupies a prominent location in Kohima H O. It is an effortless task in commuting to this establishment as there are various modes of transport readily available. It is known to provide top service in the following categories: Florists, Flower Shops.

Products and Services offered:

Naga Oriental Bloom in Kohima H O has a wide range of products and / or services to cater to the varied requirements of their customers. The staffs at this establishment are courteous and prompt at providing any assistance. They readily answer any queries or questions that you may have. Pay for the product or service with ease by using any of the available modes of payment, such as Cash. This establishment is functional from 09:30 - 18:00.

.Modes of payment

You can make payment Via Cash.

2. Working hour

The establishment is functional on

Monday:- 9:30 Am - 6:00 Pm

Tuesday:- 9:30 Am - 6:00 Pm

Wednesday:- 9:30 Am - 6:00 Pm

Thursday:- 9:30 Am - 6:00 Pm

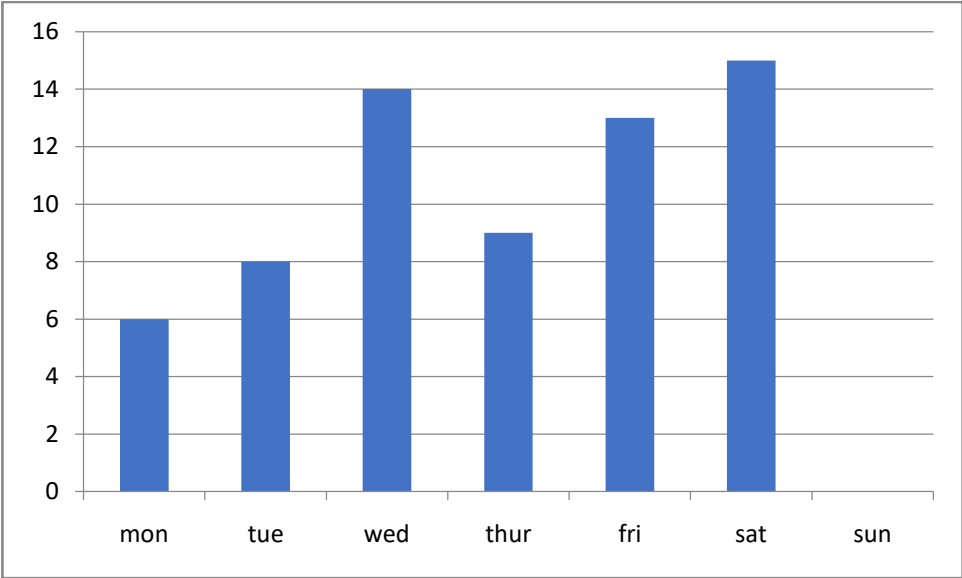
Friday:- 9:30 Am - 6:00 Pm

Saturday:- 9:30 Am - 6:00 Pm

Sunday:- Closed

BAR GRAPH

Customers received in a day

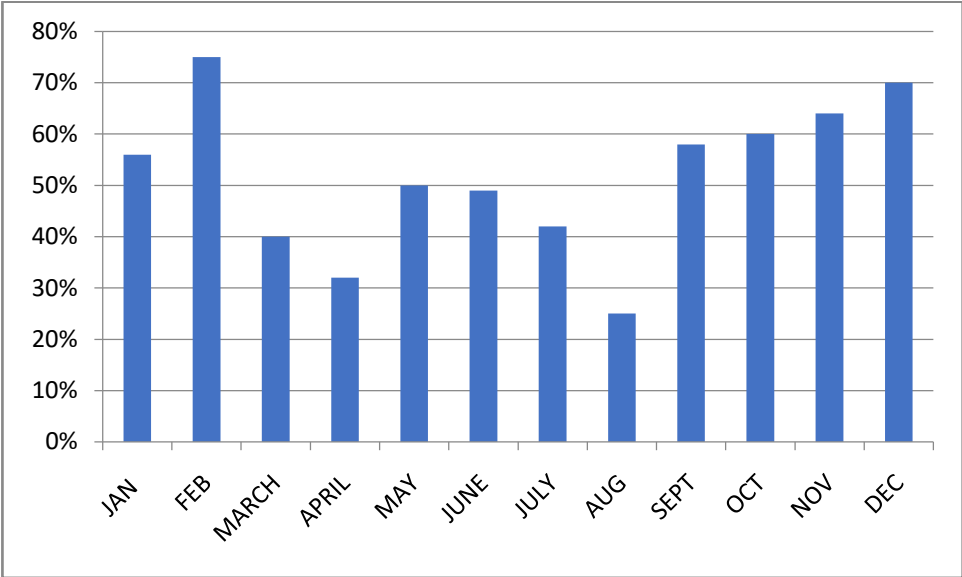


In the above graph we have shown the customers received in a day

BAR GRAPH IN PERCENTAGE

The graph shown below is the percentage of sales

As shown on the graph the lowest sales during the year is on the month of august and the highest is on the month of February.



2.2 NAITHU FLORIST IN KOHIMA

Floral Collection in Naithu florist kohima is one of the leading businesses in the Flower Shops. Also known for florists, flower Shops and much more.

OVERVIEW AND LOCATION

Floral Collection in Naithu florist, Kohima is the category Flower Shops in the Kohima. This well-known establishment acts as a one-stop destination servicing customers both local and from other parts of Kohima. Over the course of its journey, this business has established a firm foothold in it's industry. The belief that customer satisfaction is as important as their products and services, have helped this establishment garner a vast base of customers, which continues to grow by the day. This business employs individuals that are dedicated towards their respective roles and put in a lot of effort to achieve the common vision and larger goals of the company. In the near future, this business aims to expand its line of products and services and cater to a larger client base. In Kohima, this establishment occupies a prominent location in main town. It is an effortless task in commuting to this establishment as there are various modes of transport readily available. It is known to provide top service in the following categories: Florists, Flower Shops.

Products and Services offered:

Floral Collection in Naithu florist has a wide range of products and / or services to cater to the varied requirements of their customers. The staffs at this establishment are courteous and prompt at providing any assistance. They readily answer any queries or questions that you may have. Pay for the product or service with ease by using any of the available modes of payment, such as Cash. This establishment is functional from 09:00 - 17:00

PROFIT AND LOSS OF NAITHU FLORIST

Profit and loss for the year 2019/2021

SI.N O	YEAR S	PROFI T	PERCENTAG E
1	2019	25000 0	29.76
2	2020	30000 0	35.71
3	2021	29000 0	34.52

2.3 VALUE AND SUPPLIER

Value chain. SUPPLIER -> WAREHOUSE & STORE -> RETAILER -> DELIVERY OPERATION -> SUPPLIER:

The Main supplier are: NAITHU GARDEN IN KOHIMA, ZHADIMA, BANGOLORE, IZOLE, DIMAPUR ETC.

2.4 TOOLS AND ITS USE

a) FLORAL TAPE

:It is use to bind wires to flower stem and to bind wire or taped flower together



b) Floral crowing glory: is a liquid shield for flower to keep in moisture and prolong the life of the flowers. This solution keep flower looking fresh for longer period of time



c) KNIFE: Floral knife is an essential tool for every designer. The goal is to have a tools that is FLORAL effective and efficient



d) Floral branch cutter: Floral branch cutter is a tool that is used to cut thicker stems when scissors are not recommended



e) Wire cutter: wire cutter is used to cut wire or tape for binding stems or grouping the flowers



f) Flower thorn strippers: thorn stripper is the tools use to remove thorns and leaves from roses



2.5 PROBLEM FACE IS FLORIST BUSINESS

For many florists, the key to keeping flowers fresh is ensuring that they don't sit around long in their shops. While every florist has his own definition of freshness and guidelines in regard to turn-around time, because of the tender beauty of flowers, all must work to order just the right number of each bloom and move them through their stores quickly. While nothing can keep flowers fresh forever, flower food can increase the life. Florists often treat the water in which they place their flowers with flower food, dissolving the powder variety of this food or adding drops of liquid nutrients to give their flowers a better chance at a long life. Though flowers enjoy basking in the sun prior to being cut, once clipped, keeping them cold is a must. Florists often refrigerate their blooms to allow them to last longer.

Flower problems caused by disease, growing conditions, or handling are profit killer. In the floral industry, you need a full complement of flowers in the best condition possible; flowers with diseases can ruin your business quickly.

Common flower problems

Botrytis: Botrytis is a common fungus that's often dormant, but can be activated by:

- Improper Humidity
- Improper Cold Chain
- Contagion from Other Flowers
- Physical Damage
- Ethylene Damage

Black Edges on Roses: You want to experience a grouchy Valentine's Day Try selling or giving red roses "accented" with black edges! High UV exposure during the growing season, along with temperature fluctuations during growing, transport or storage are the culprits. No quick fix here; other than minding temps in your shop, you must work with your supply chain to ensure that proper conditions and handling occur up and down the line



: A flower killer and a big pain for the retailer, as it's practically everywhere Even small doses can cause a world of hurt, so we give you tips such as proper temperature and avoiding proximity to many known sources of ethylene. And, of course Technology is an effective ethylene Ethylene fighting tools you can use to combat this scourge.



Physical Damage: We sometimes touch or rub the blooms, or they rub against the cardboard box during shipping, among other causes.

CHAPTER-3 CONCLUSION

3.1: SUMMARY

A florist shop is a retail establishment that sells cut flowers and ornamental plants. The floral trade involves activities such as flower care, flower arranging, floral design, merchandising, and often flower delivery. Florist shops are an ever popular industry and one of the most searched guides. As such, we want to provide you with, trends and challenges as well as provide some research resources for those interested in the florist shop business.

They provide a variety of floral arrangement for personal purpose and different occasion. We also provide service like setting arrangement for even like holiday parties, wedding, funeral and campus activities. Our customer will be able to specified in their order if they would like would like for us to set up at their events

Customisation is also other service we offered. In this way customer will have the option to choose what he or she want the arrangement look like. There are lots of choice for flower types and colour variety that can be arrange in many different way

There are not many professions that smell as nice as owning a flower shop or have as beautiful of an environment to work in! As a bonus, florists also get to be creative when putting together flower arrangements. They also get to help make special events, well, special.

3.2: SUGGESTIONS

- Improving the growth of flower growing business
- there should not be delay in providing their service
- maximum satisfaction must be given to the customers
- giving proper details to the interested outsiders
- decorate your shop in a proper manner to attract customers

3.3: CONCLUSION

There are not many professions that smell as nice as owning a flower shop or have as beautiful of an environment to work in. As a bonus, florists also get to be creative when putting together flower arrangements. They also get to help make special events, well, special.

However, there is a lot of pressure in this line of work. Clients depend on flawless, timely service and usually there are no second chances. Florist, makes arrangements for weddings, funerals, birthdays, anniversaries, Valentine's day, and many other occasions that are all time-sensitive. Picking a good name is very important because it will be one of the first impressions to potential customers.

It may be that the lower volume shops need more special initiative and originality in increasing their sales volume through specials and cooperative advertising. It may prove to be practical for the smaller shops to cooperate in making wholesale purchases to reduce costs of merchandise in order to increase their profits. Answers to certain questions varied greatly, even with shops in similar gross sales categories. For example, there was a great range of net incomes stated for each particular gross sales category, which may mean that there is a discrepancy in the florists' definition of net income. This, too may be an indication that florists are either not in communication with each other, or that they disagree strongly, or they aren't actually keeping adequate records.

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Anthuriums



Red rose



Caraluna
gold

