

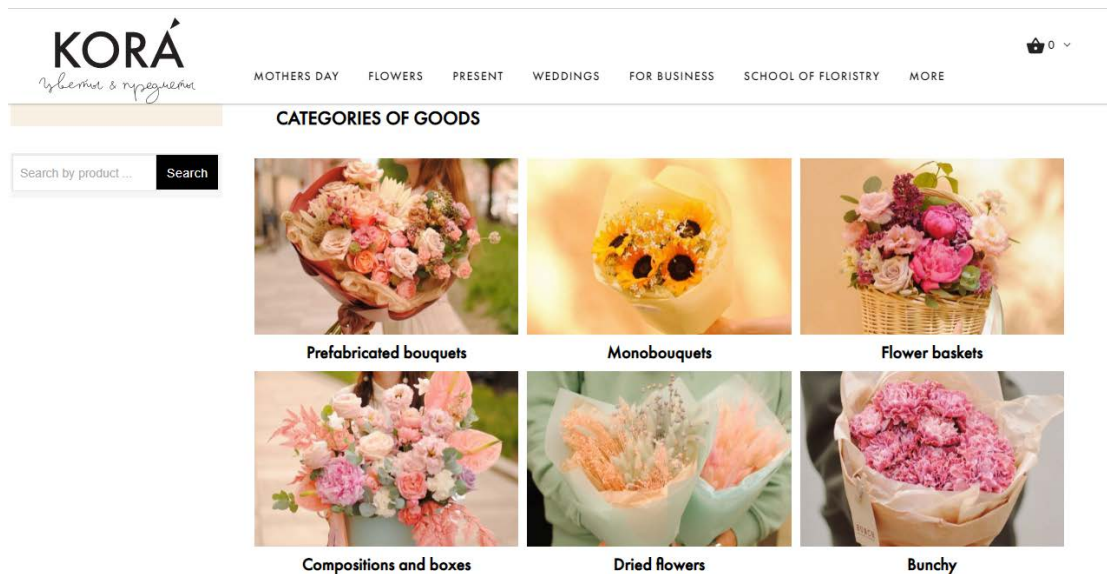
KORA CASE

Background

Their activity is divided in two categories : Trade of flowers and School with masterclass about florist skills.

Kora Flowers

About the Trade, they offer a wide range of products, which can be customized (bridal bouquets, ready bouquets, mono bouquets, pot plants, dry flowers , flower baskets, gift boxes and vases)



Tera School

About the School, use their skill to create a business while educating others, they offer classes for clients who are interested in the art of floristry, they offer basic and master classes. The School target is Group Girls of 19-45 years old. Master classes are twice a week for 3 hours each.

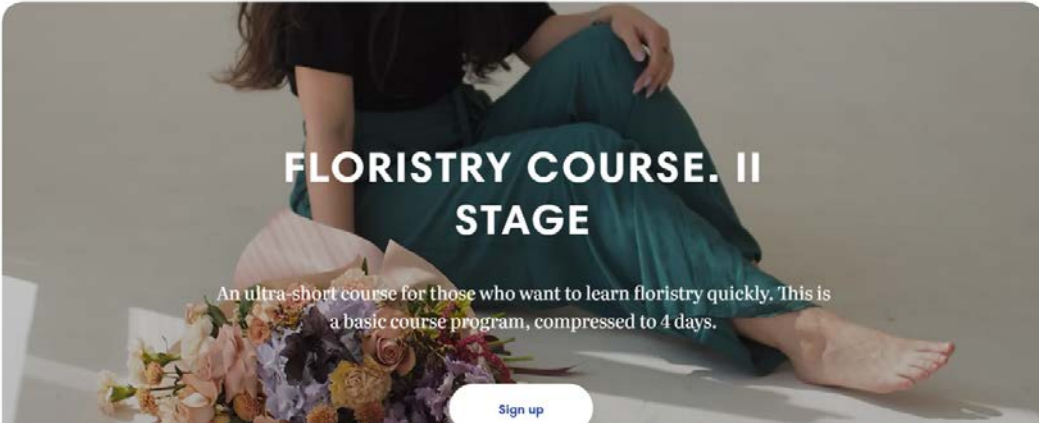
“FLORIST SCHOOL WITH A CONSCIOUS APPROACH. We love our profession, we consider it very important and useful. Of course, it is about love for flowers and the process of working with them, but this profession is also about love for the people for whom we work. And also - to yourself, as a

creator and professional.” - Tera school

[COURSES](#) [MASTER CLASSES](#)

**Terra
School**

[ABOUT SCHOOL](#) [CONTACTS](#)



**FLORISTRY COURSE. II
STAGE**

An ultra-short course for those who want to learn floristry quickly. This is a basic course program, compressed to 4 days.

[Sign up](#)

What we know

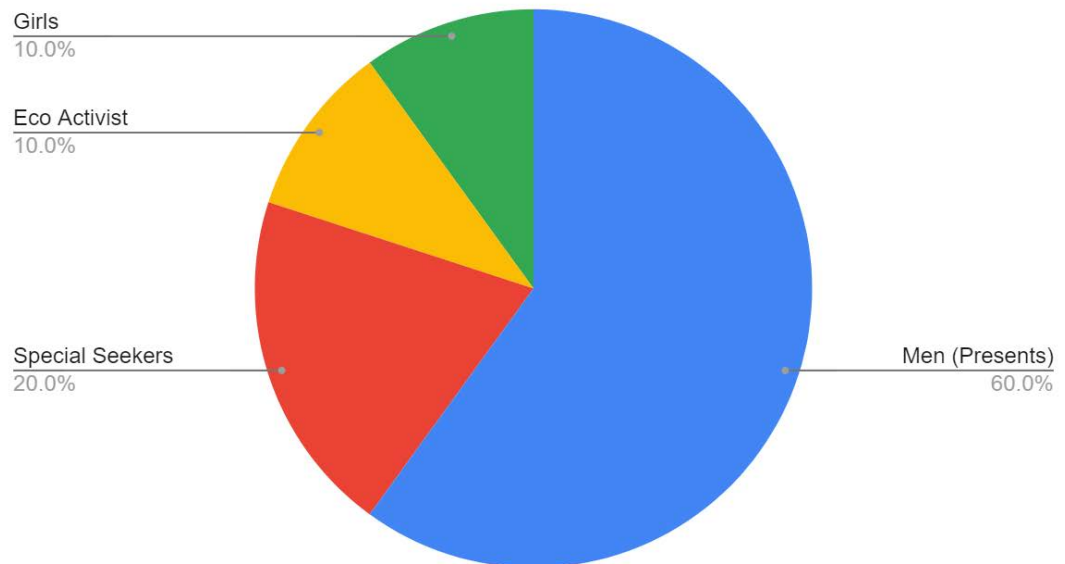
Informatics and dynamics

To make their promotion :

- They have a working website
- active on Instagram

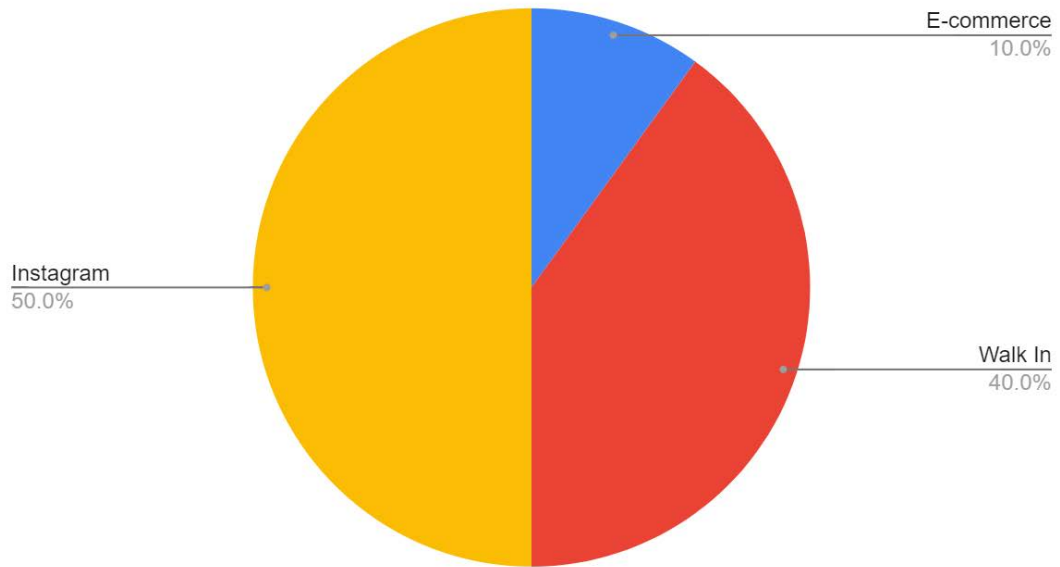
Types of Customers

Customer demographic



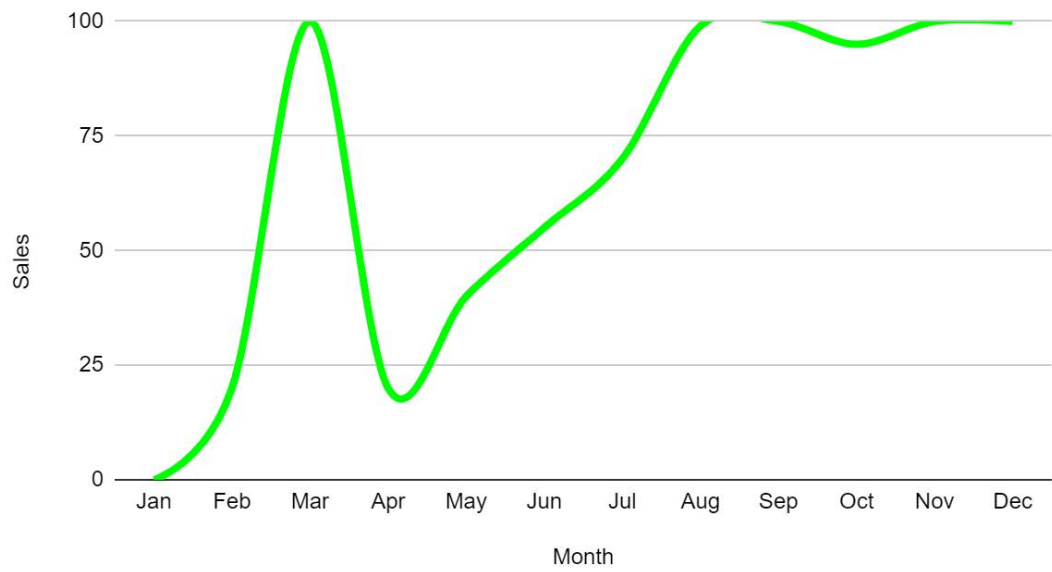
Revenue

Revenue Streams



Sales

Sales vs. Month



Future Plans

- want growth by increasing their online ordering system (instagram or website)
- want digital promotion
- wanted an increase of students

Ideas

School Ideas

1. Developing a Podcast

The Kora(Tera) Podcast- Inspired by flowers - The podcast for flower designers, aspiring florists, and flower lovers.- Short Demo: <https://open.spotify.com/show/3AT0fsjoKfj2TwpiirL4ts> (Podcast could also include video for youtube)

The Kora Podcast: Inspired by flowers - The podcast for flower designers, aspiring florists, and flower lovers.

Why a podcast? In our evolving society, podcasts are a great tool for entertainment and education. People can get inspired while getting some work done. This is a great space for promoting businesses and classes. A podcast can create a community of listener's that can find inspiration and guidance from their expertise and by their interviewees. Podcast stories can inspire listeners.....

What to talk about

- Why they put up the school
- How to create business from flowers
- Interview with professionals and practitioners – learn about marketing tips
- Mindset tips about – the secret in creating a successful flower business
- Can promote their basic and master classes – talked about why they need to sign up for the master classes
- The How To's - photography of flowers, posting on Instagram, colors and arrangements.

Cost and Investment to create a podcast

- a microphone (or more depending on the number of people to be recorded)
- a sound card,
- a headset (for sound feedback and mixing),
- cables (to connect all this)
- editing software

Developing Promotion by Social Media and Leaflet

- Promotion on Social Media (VK, Instagram, Telegram, Youtube)
- Yandex and Google SEO
- Digital Leaflet

Trade Ideas

1. Website

i. listing (google and Yandex search) - changes need to be done in the code: <https://developers.google.com/search/docs/advanced/guidelines/get-started> & <https://www.how-use.com/seo-yandex/>

ii. Chat Bot (something like a pop up on the website that is interactive but is 'roBot' that handles sales)

iii. Site Speed - the site is heavy and loads slowly. It takes too long to load while using the site. Improvements have to be done on the code. Demo: <https://linksharing.samsungcloud.com/lymHz32DJP6f> Valid until: Nov 4, 2021

iv. Lack of feedback on the site makes it boring. A simple solution is an SMS or popup message telling the customer that you will contact shortly etc

2. Developing Promotion by Social Media and Leaflet

KORA FLOWERS

KORA FLOWER SUBSCRIPTIONS



Get fresh flowers delivered to you hustle free

WE WORK EVERYDAY 9AM TO 9PM
89117954995

MORE DETAILS AT WWW.KO-RA.RU

Paid Promotions on Instagram.

- I. We run ads and check their performance every week
- II. Seasonal Advertisements (Woman day etc)
- III. Prizes for followers (seasonal)
- IV. targeted Ads

3. Subscriptions

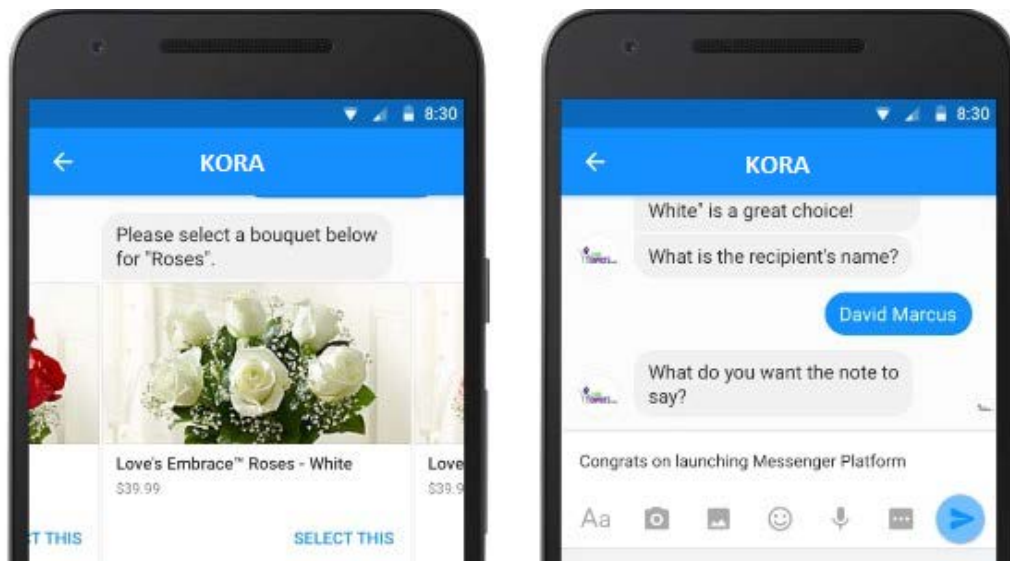
Know your customer drive: To help create loyal customers and have recurring revenue.

4. Tracking

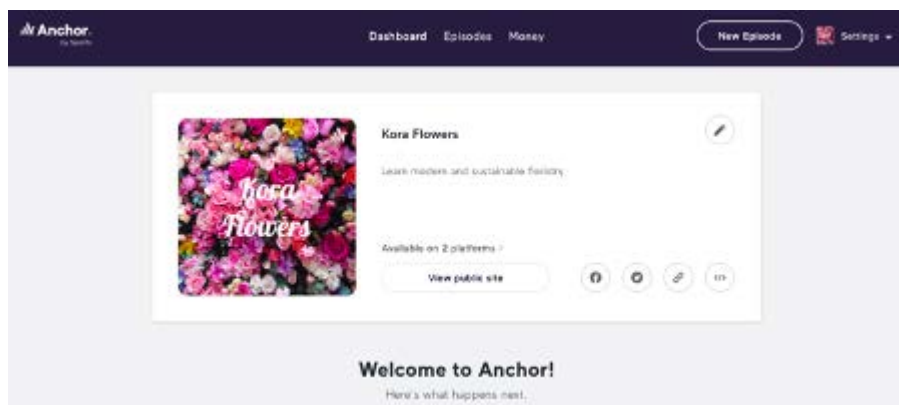
- i. We track our followers and sales on a monthly basis
- ii. CRM system - (something to think about): <https://www.bitrix24.ru/>

Solutions (Prototypes)

Chat Bot



Podcast



Dashboard

Episodes

Name	Length	Plays	Ads	Date	Status
2nd episode	00:48	0	0	Draft created 11/18/21	
Test	00:13	2	0	Published on 10/28/21	

Test

Episode list

Create your episode

Record Capture audio right from your browser

Library Reuse your previously uploaded audio

Messages Add listener voice messages to your episode

→ Transitions Free music and sound effects

Save episode

Click to upload or drag files here

Audio and video uploads supported

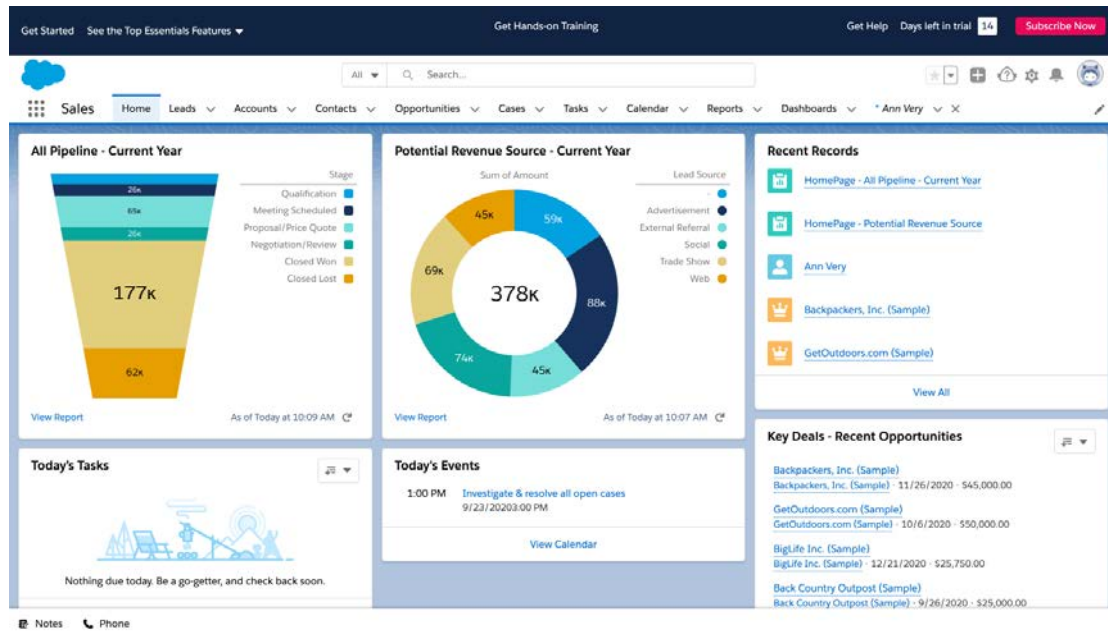
Your Episode

Choose a tool on the left to edit audio to your episode.

Preview Episode
Total Length: 0:00

If you want to create a new episode, click on the episode tab and you can start recording your podcast by clicking on the record button on the left. In this page, you can see the different buttons on the left of your podcast. Please see our prototype under the Episode tab.

CRM



Advertising SMS

