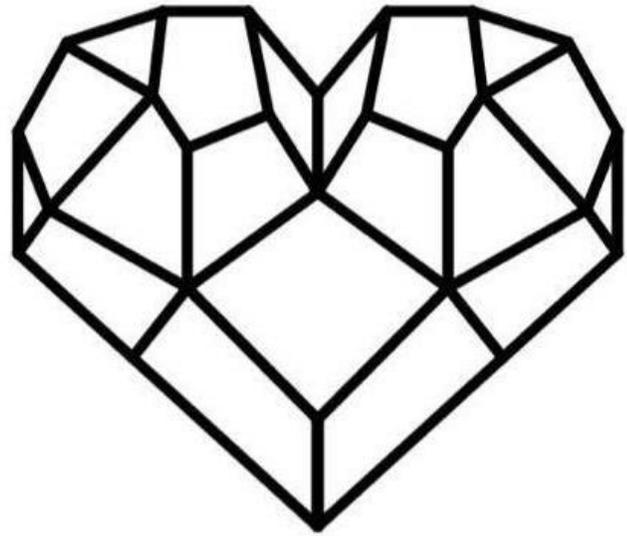
A group of people are gathered around a long wooden table in a bright, airy space, likely a rooftop terrace or greenhouse. They are focused on arranging flowers. The room is filled with various floral supplies, including vases, scissors, and fresh blooms. Large windows in the background offer a view of a cityscape. The overall atmosphere is one of creative collaboration and a connection to nature.

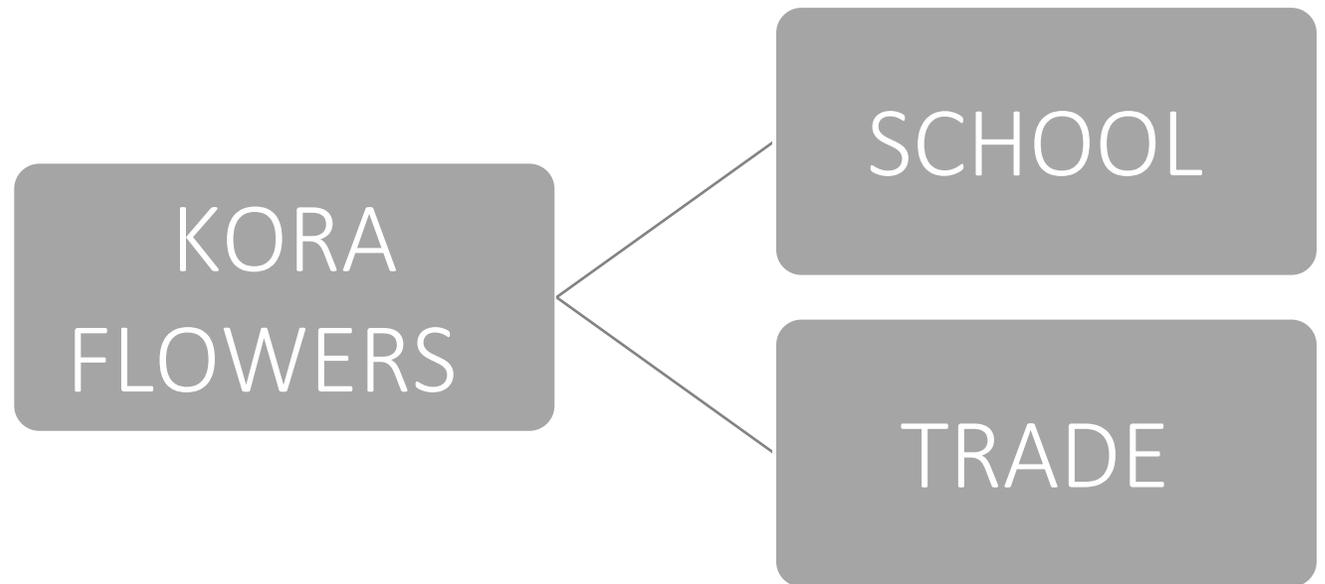
KORA CASE

Have you experience the feeling or sensation of smelling fresh flowers in a garden ?



K O R Á

KORA FLOWERS : TWO MAIN ACTIVITIES



What we know ...

Type of customers

- 20% : Looking for something special
- 10% : Eco activist
- 60% : Men presents
- 10 % : Girls for home

Revenue

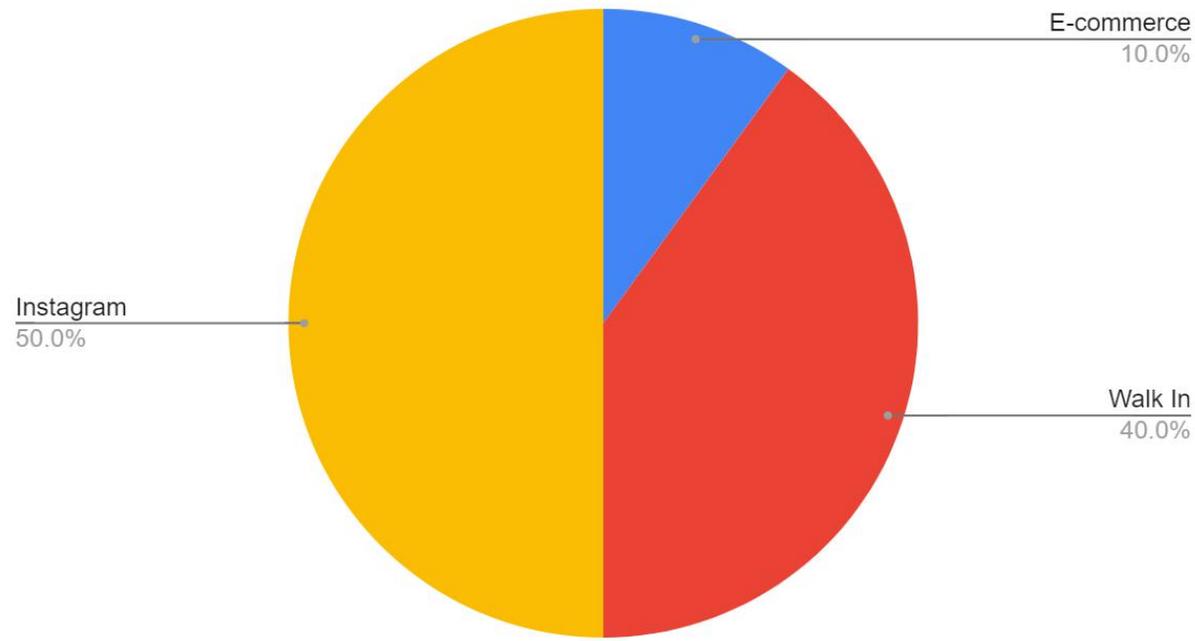
- E-com : 10 %
- Walk in : 40 %
- Instagram : 50 %
- **KORA : 70 %**
- **TERA : 30%**

School target group:

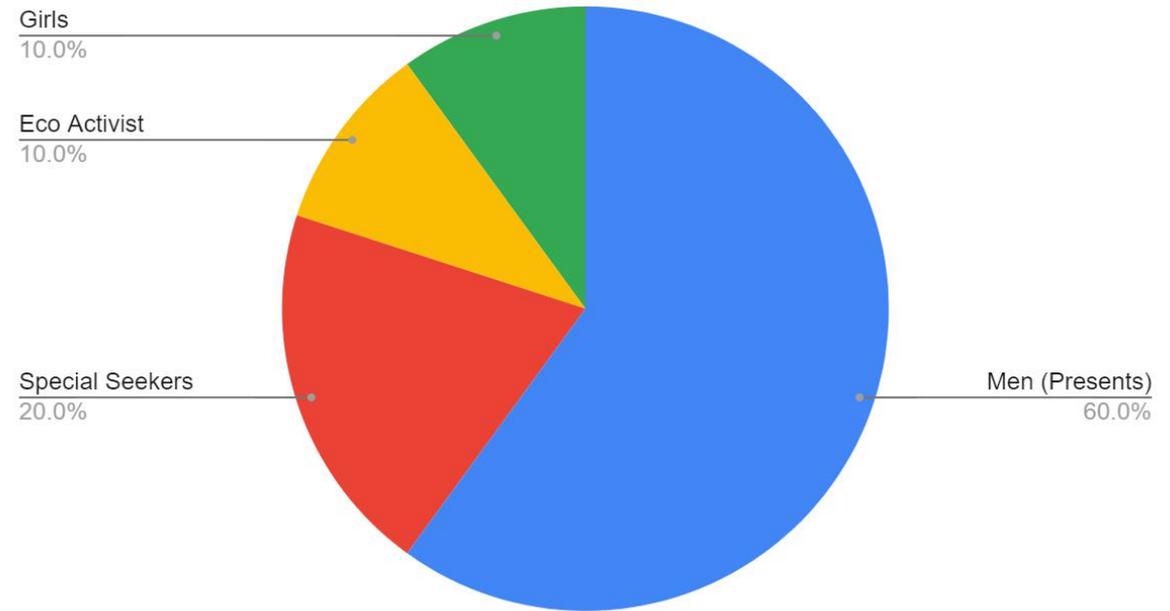
- 99% Girls : between 19 and 45 years old

Data about the Trade activity in %

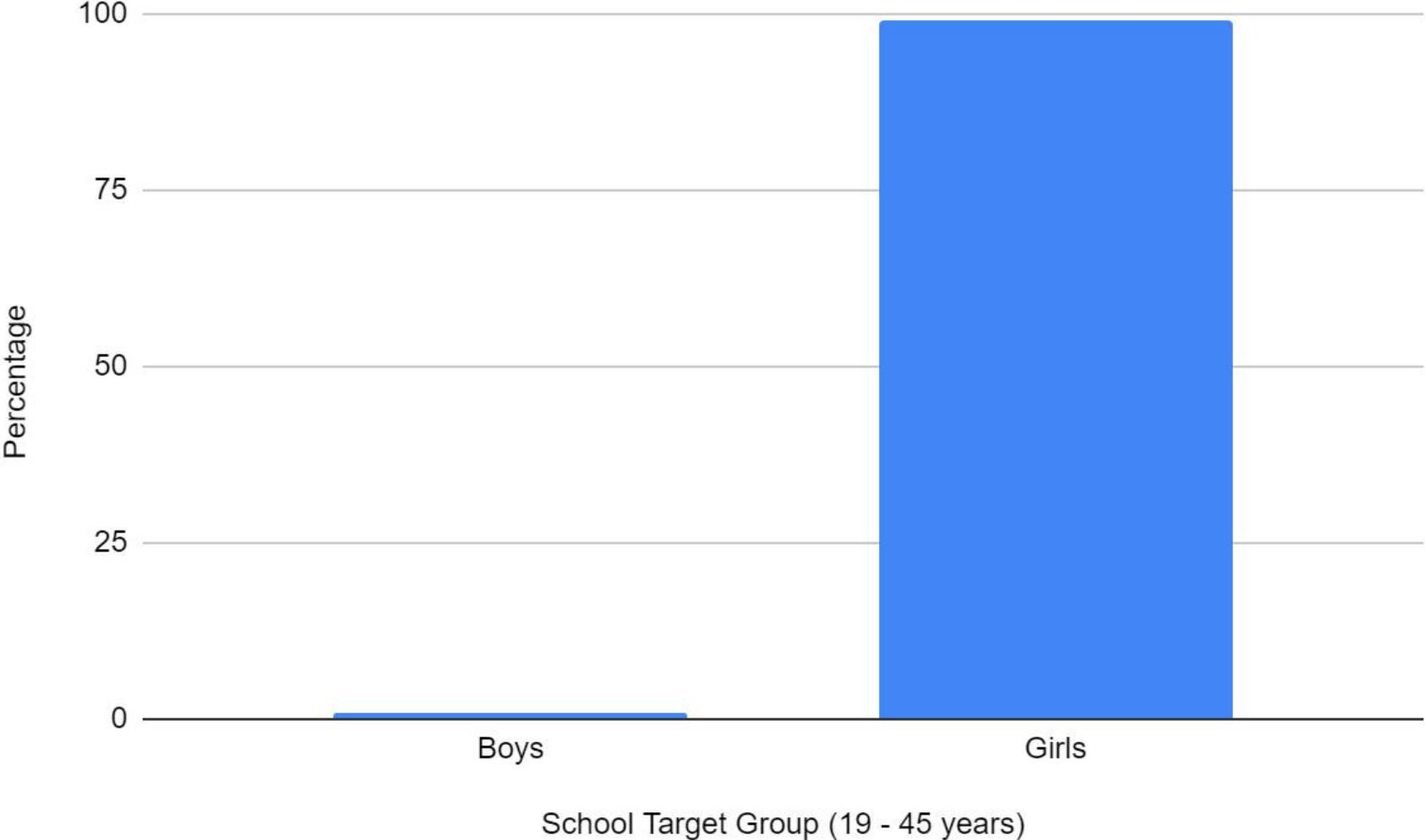
Revenue Streams



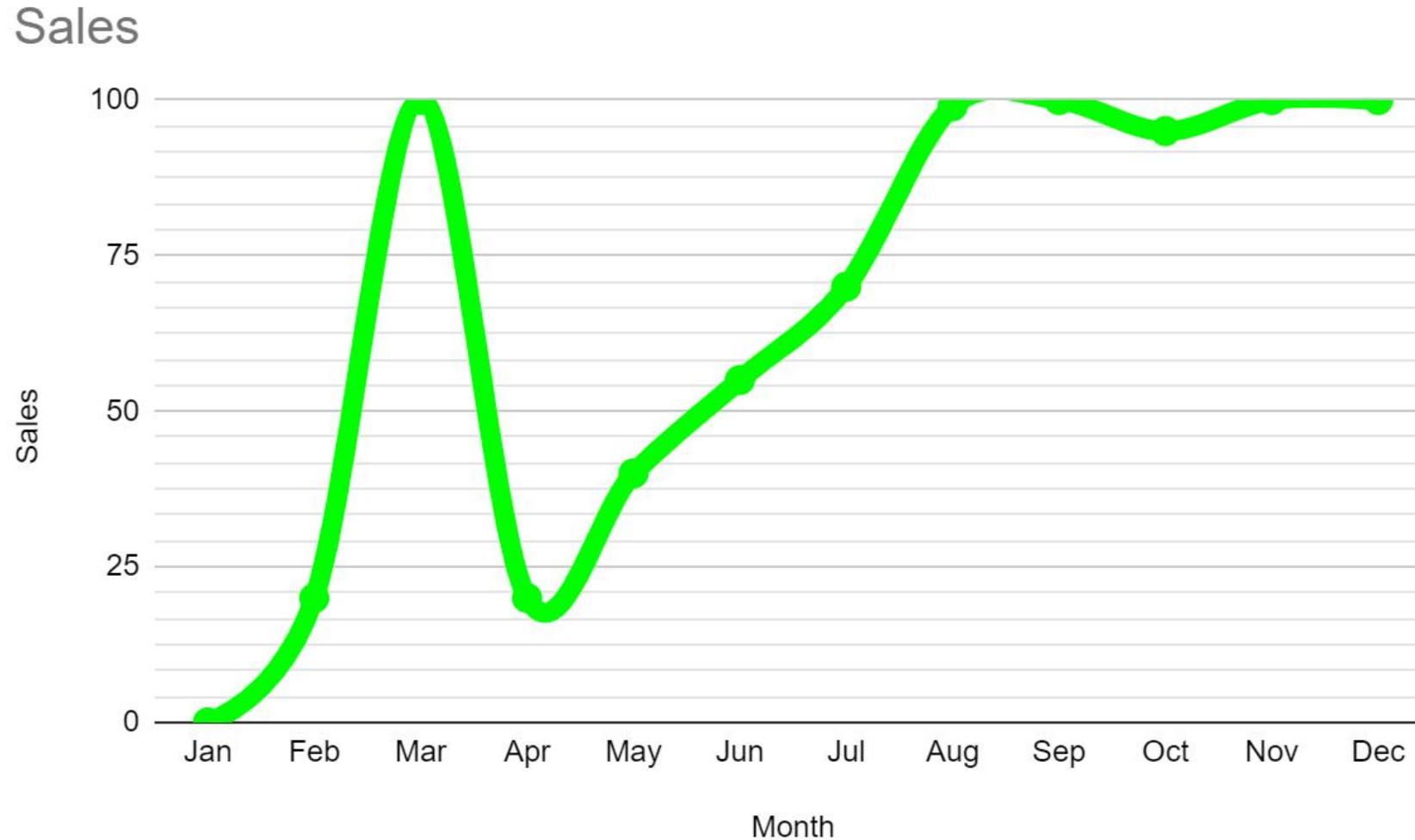
Customer demographic



The target of the school activity in %



Sales of flowers by month in %



Challenges

Plans for future development :

- Plans intensive growth (School and Trade)
- Need an effective digital promotion
- 10% revenue through website



Initial Ideas : School

Developing a florist
Podcast

Developing
promotion
by social media and
leaflet.

Online classes



Initial Ideas : Trade

Focus on B to B :

Digital Leaflet

Promotion on
social media (VK,
Instagram,
Telegram, Youtube)

Yandex and Google
SEO

Create
subscriptions

KORA FLOWERS

KORA FLOWER SUBSCRIPTIONS

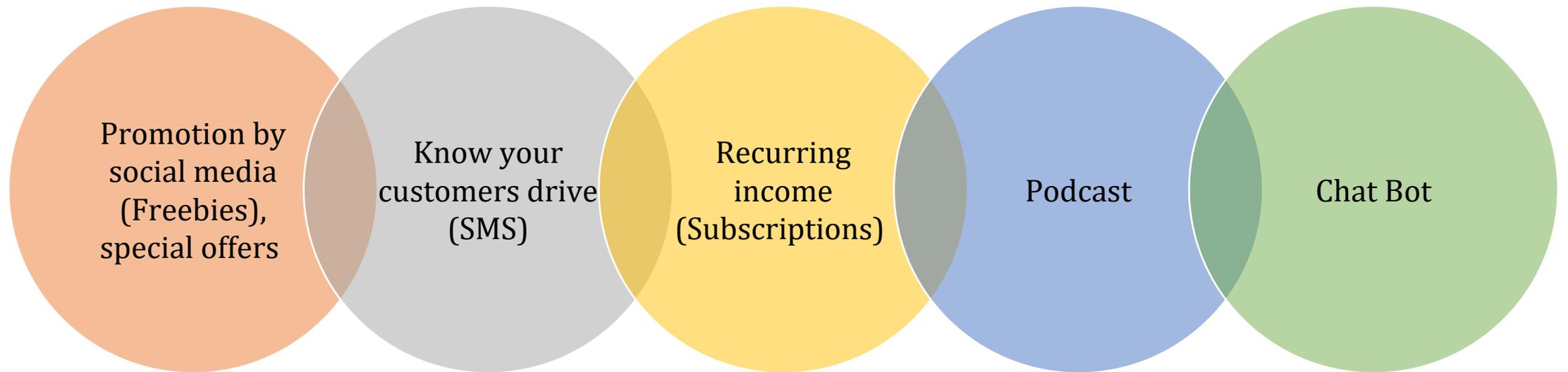


Get fresh flowers delivered to you hustle free

WE WORK EVERYDAY 9AM TO 9PM
89117954995

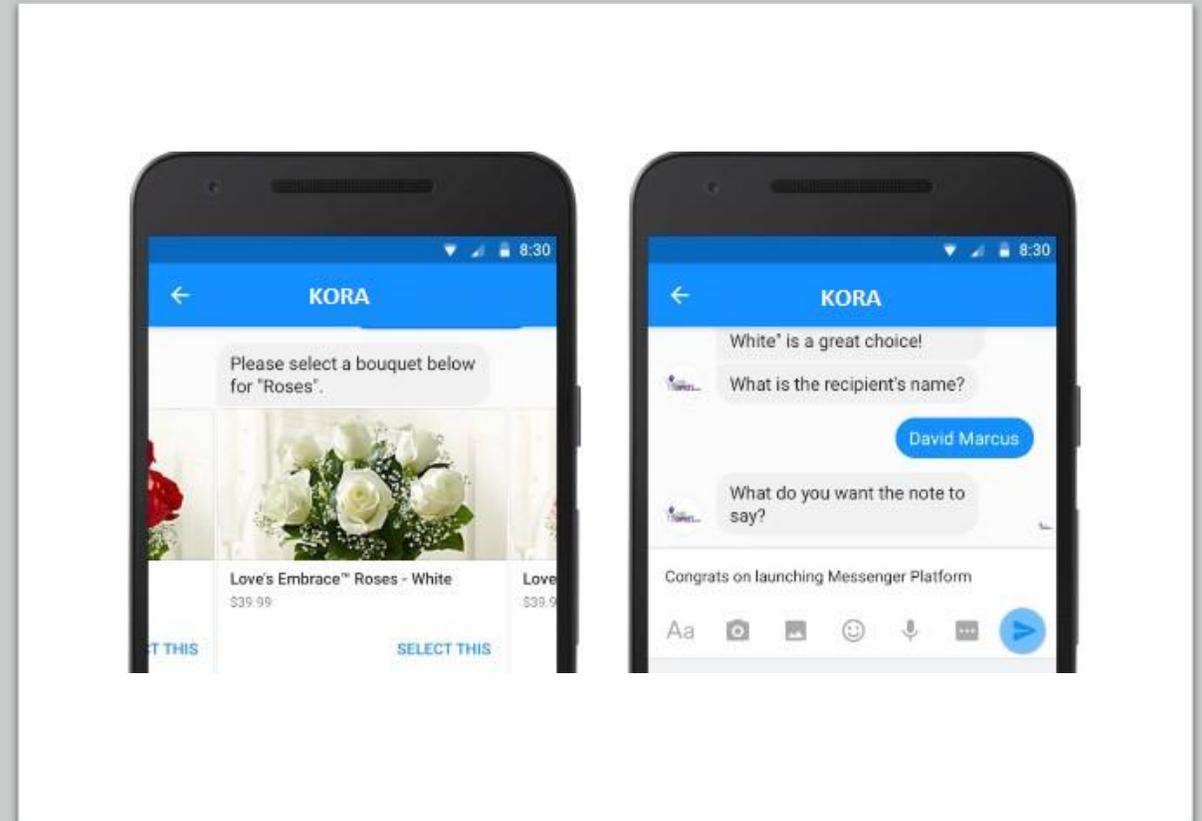
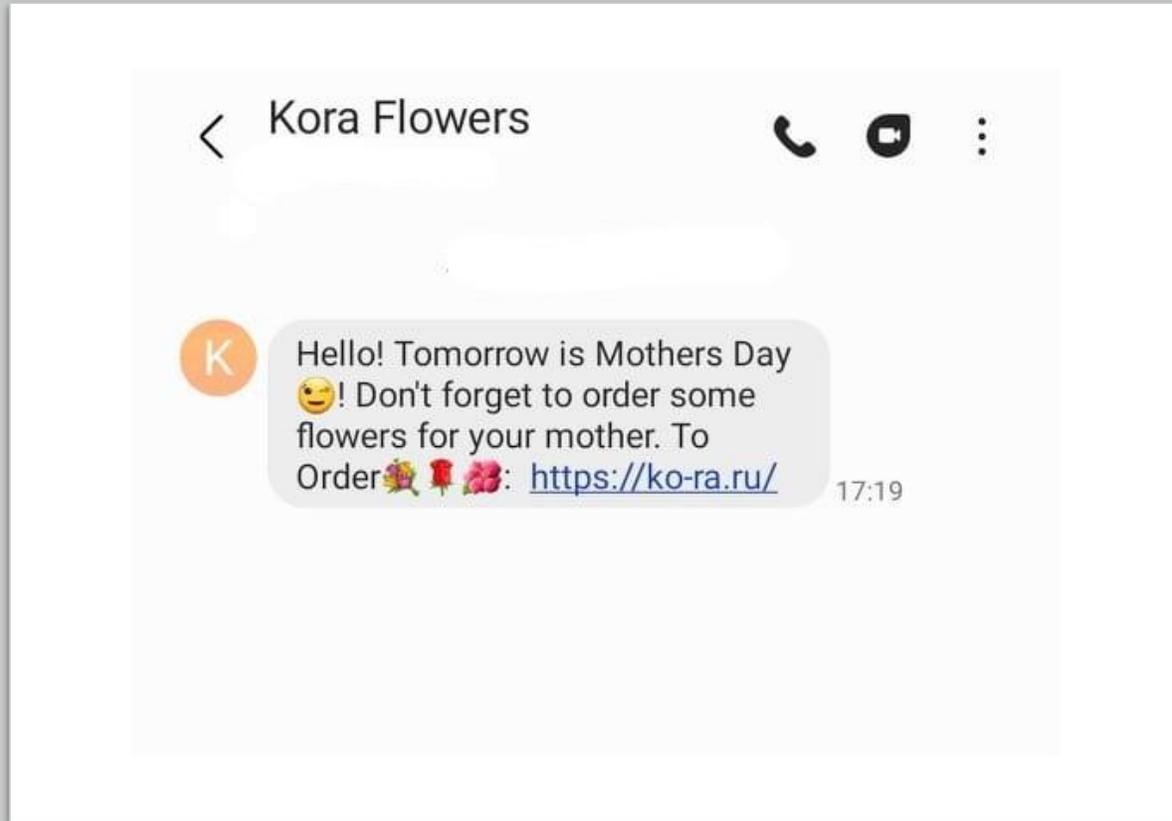
MORE DETAILS AT WWW.KO-RA.RU

Final Ideas



Prototypes

- Podcast [Test by Kora Flowers \(anchor.fm\)](https://anchor.fm/test-by-kora-flowers)
- Leaflet
- Chat Bot
- Advertising SMS
- CRM



Thank you!