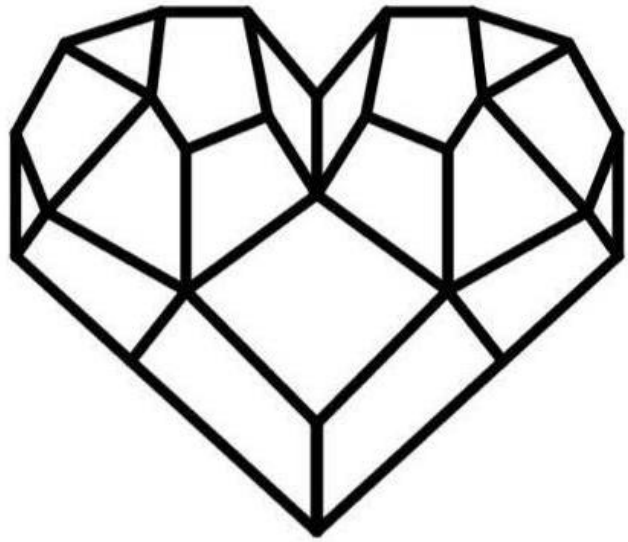




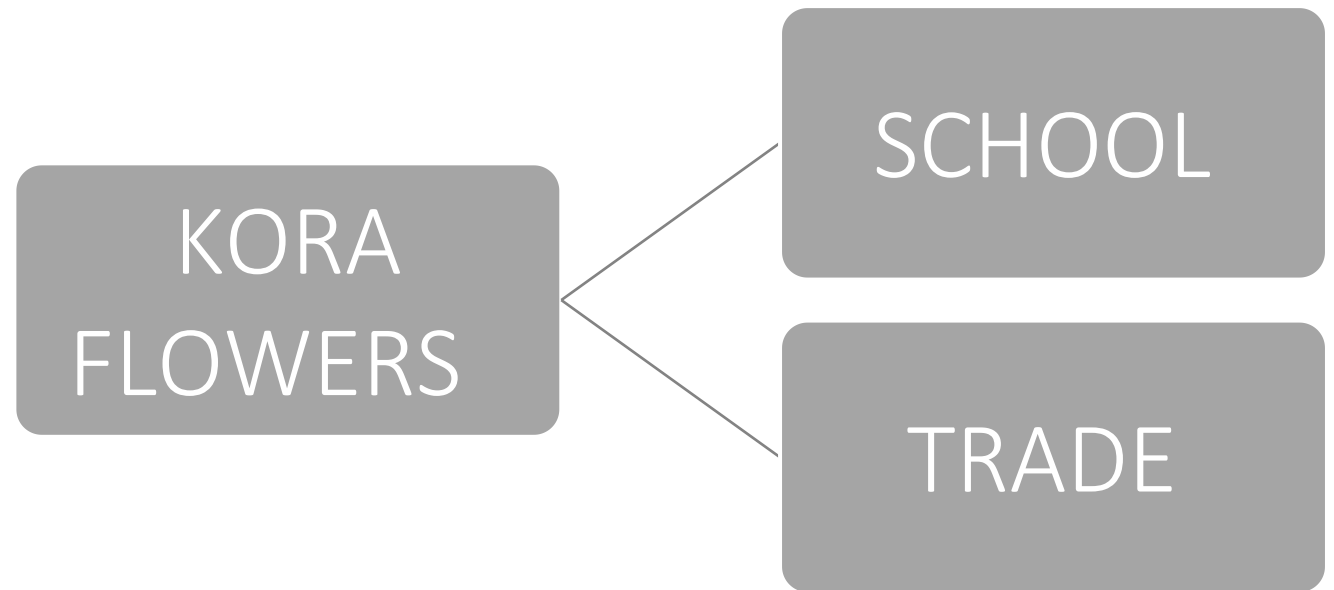
KORA CASE

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

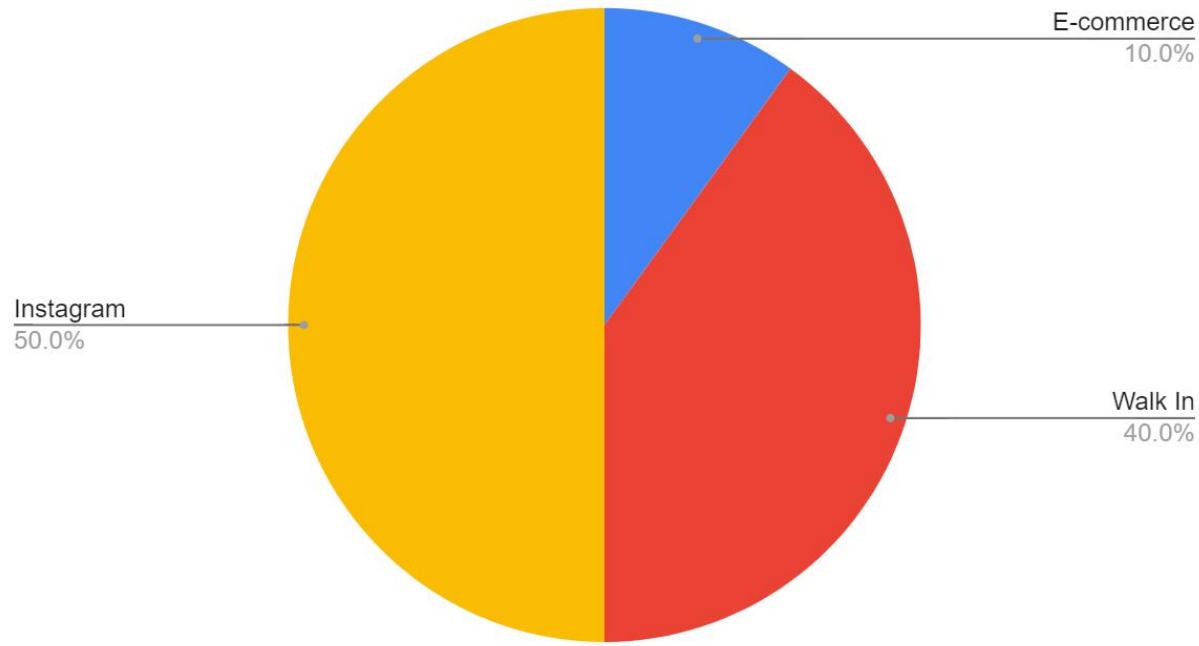
- E-com : 10 %
- Walk in : 40 %
- Instagram : 50 %
- **KORA : 70 %**
- **TERA : 30%**

School target group:

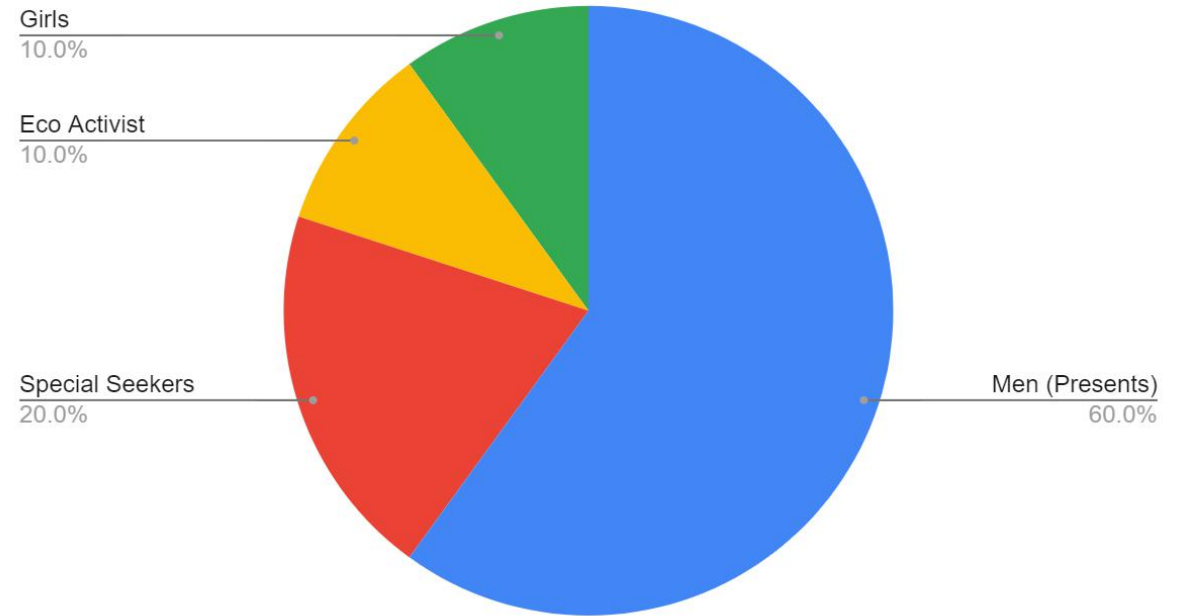
- 99% Girls : between 19 and 45 years old

Data about the Trade activity in %

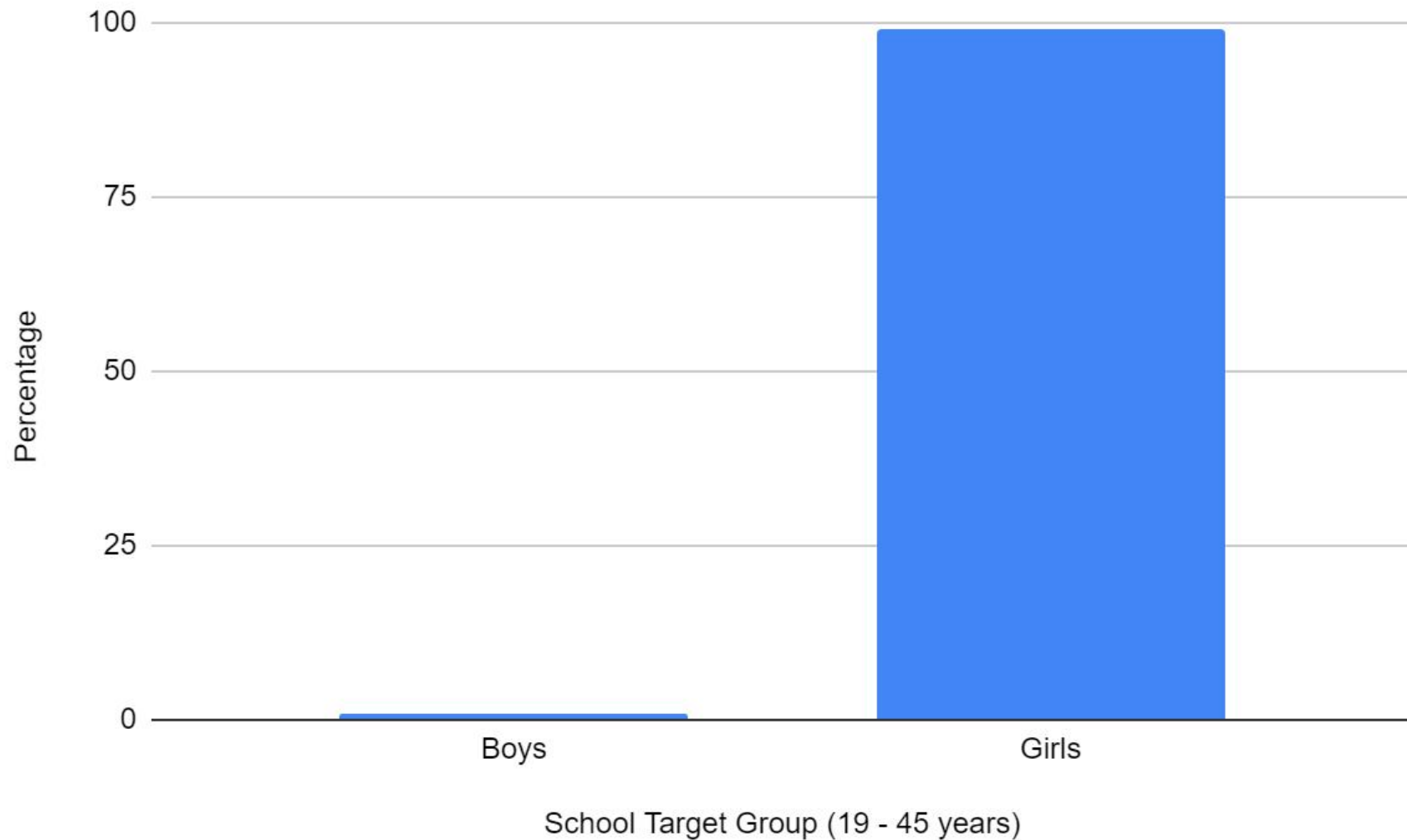
Revenue Streams



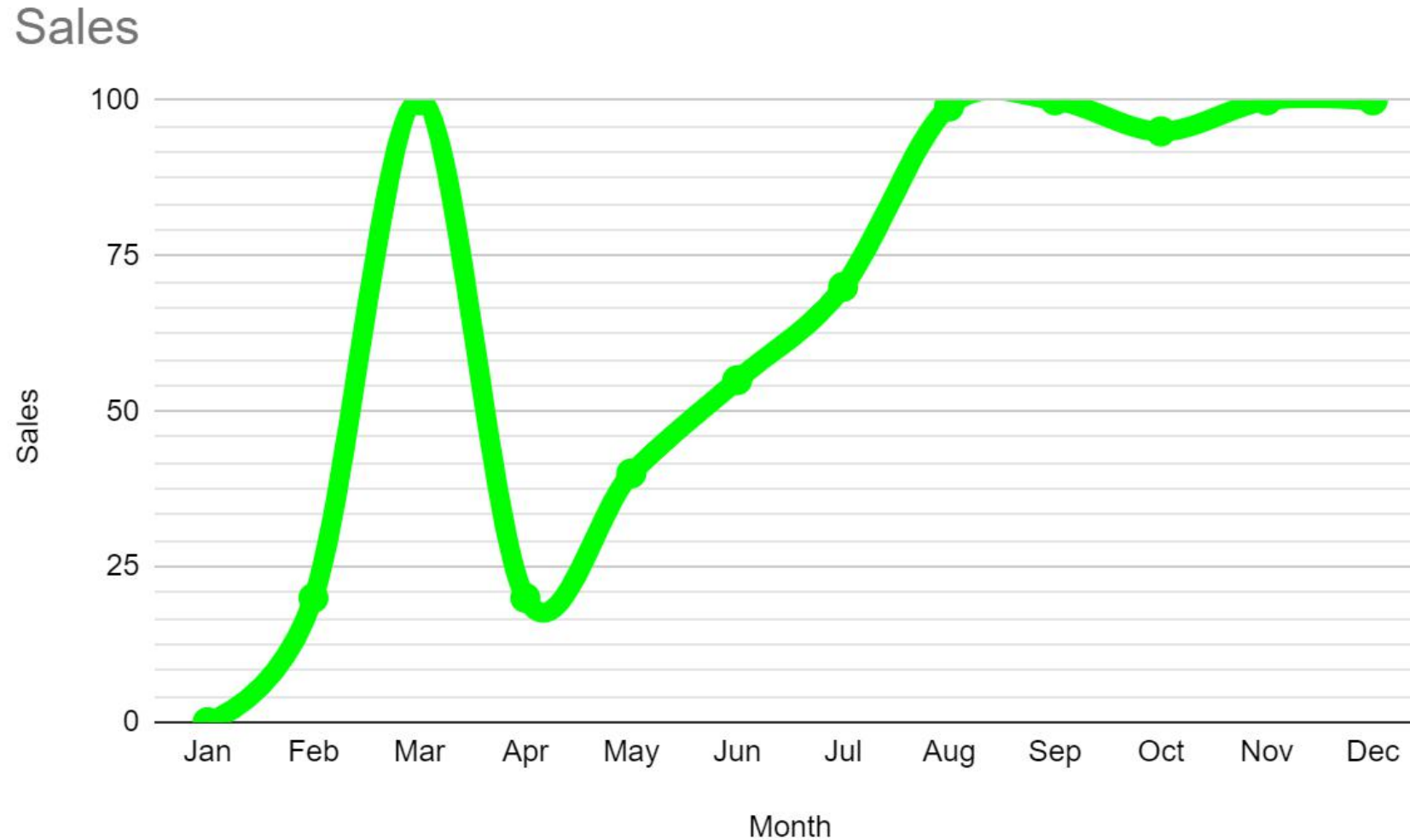
Customer demographic



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

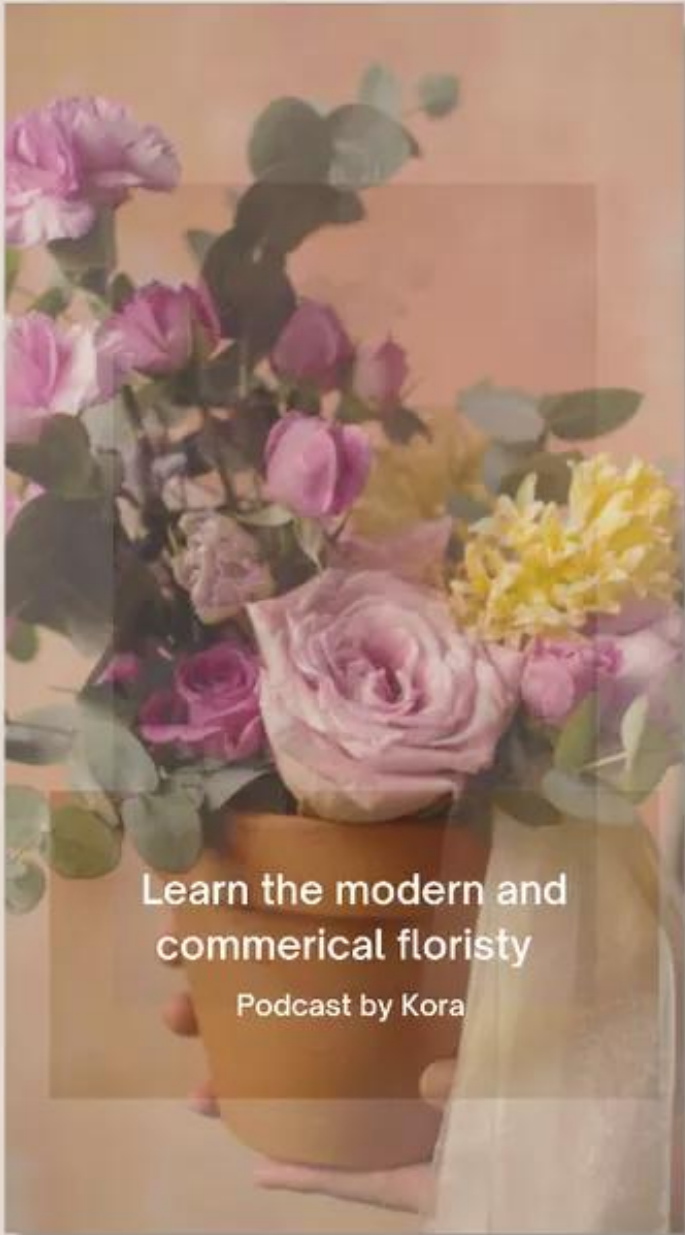


Initial Ideas : School

Developing a florist
Podcast

Developing
promotion
by social media and
leaflet.

Online classes



Learn the modern and
commercial floristry

Podcast by Kora

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

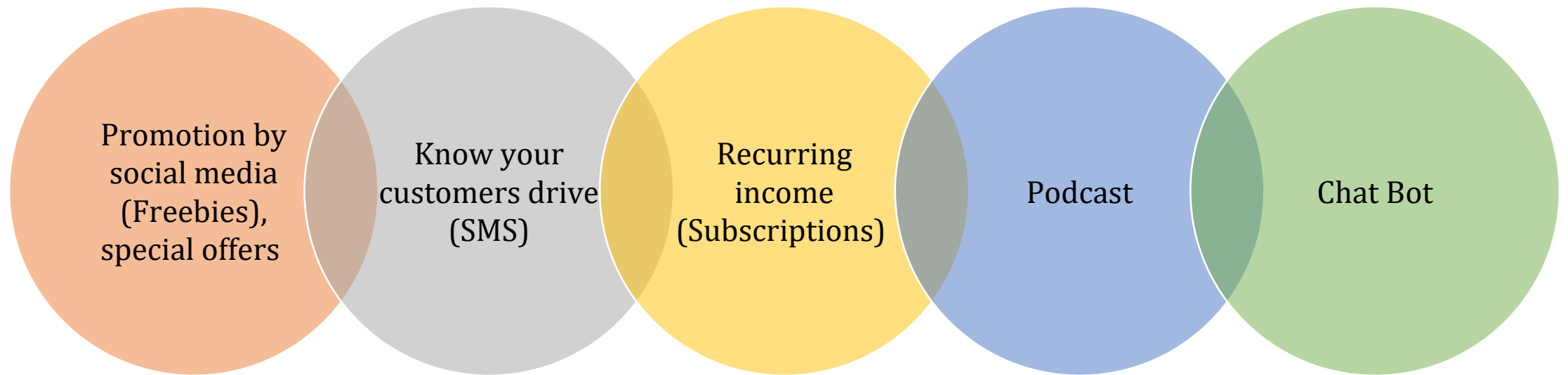


Get fresh flowers delivered to you hustle free

WE WORK EVERYDAY 9AM TO 9PM
89117954995

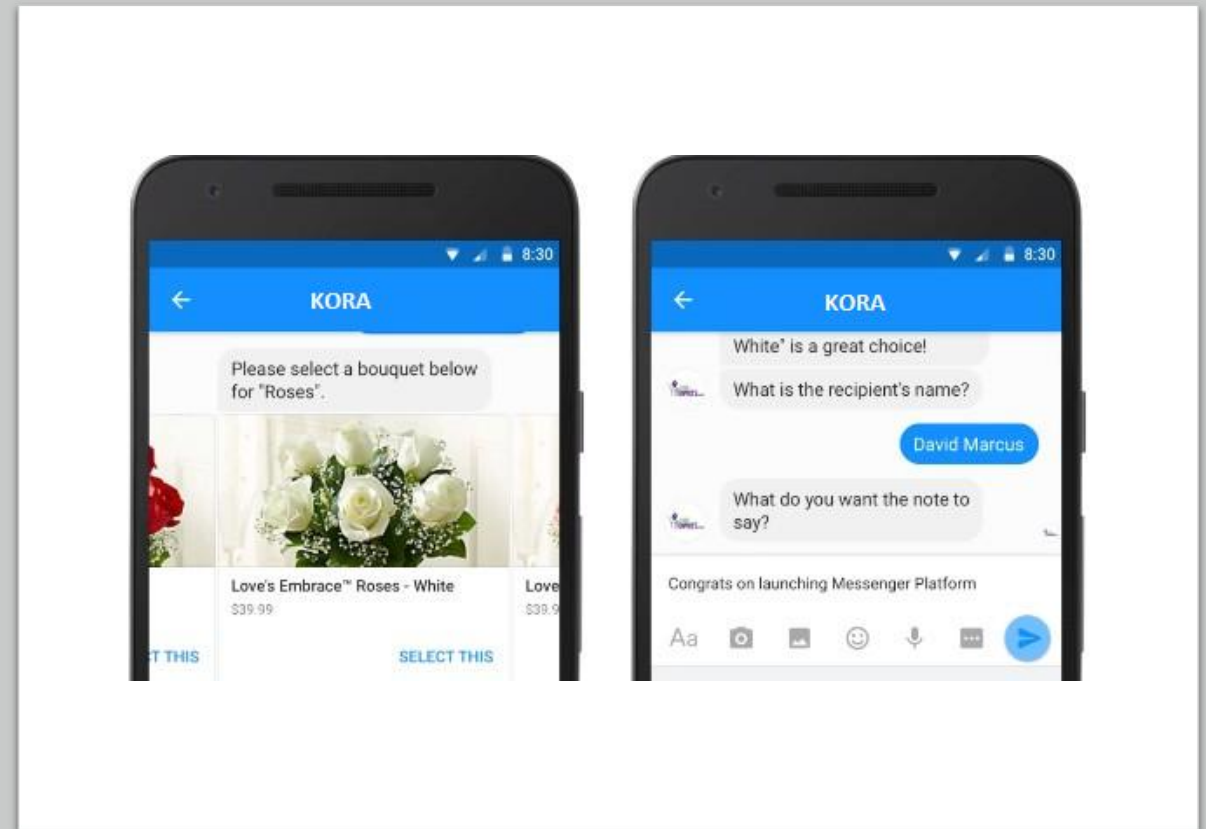
MORE DETAILS AT WWW.KO-RA.RU

Final Ideas



Prototypes

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



A group of people are gathered around a large wooden table in a bright, airy room with large windows. They are working on creating floral arrangements and bouquets. The room is decorated with various plants, including a large monstera leaf on the left and another on the right. Shelves in the background hold various items, possibly tools or materials for the workshop. The overall atmosphere is creative and collaborative.

Thank you !