

EST.



2026

BLOOM BOX

— FLOWERS & GIFTS —



*Because every moment
deserves flowers*



FRESH
FLOWERS



GIFT
BOXES



SAME-DAY
DELIVERY



CUSTOM
CARDS



An Online Flower and Gift Delivery Business

FLOWER & GIFT BOUTIQUEF FEASIBILITY STUDY

1. Executive Summary

This feasibility study is about starting an online flower and gift business in Riyadh, Saudi Arabia. The business will sell fresh flower bouquets, flower boxes, gift boxes, greeting cards, and offer same-day delivery. It will start as an online business to reduce costs.

The target customers are people looking for flowers and gifts for birthdays, graduations, weddings, anniversaries, and other special occasions. The business will focus on modern designs, good quality, attractive packaging, and fast delivery.

The estimated start-up cost is around **55,000 SAR**, and expected monthly sales are about **68,400 SAR**. The project can be profitable if it reaches a good number of monthly orders.

2. Project Description

Item	Description
Business concept	Online flower and gift boutique
Location	Riyadh, Saudi Arabia
Sales channels	Website, Instagram, TikTok, Snapchat and direct ordering
Core products	Bouquets, flower boxes, premium arrangements and flower + gift boxes
Delivery	Scheduled and same-day delivery within selected Riyadh zones
Business model	Direct-to-consumer with future corporate/B2B sales

2.1 Vision

To become a trusted modern flower and gifting brand known for quality, creativity and reliable delivery.

2.2 Mission

To make gifting easier by providing attractive, customizable flower arrangements and gifts through a convenient digital ordering experience.

2.3 Objectives

- Launch a professional online flower and gift brand with controlled startup costs.
- Build a repeat-customer base through quality, service and loyalty incentives.
- Achieve sufficient monthly orders to cover fixed operating costs and reach break-even.
- Expand the product range and develop corporate gifting packages after the first stage.
- Reduce flower waste through purchasing controls, pre-orders and inventory monitoring.

3. Products and Services

Product	Estimated Direct Cost	Selling Price	Gross Profit	Gross Margin
Small Bouquet	55 SAR	119 SAR	64 SAR	53.8%
Medium Bouquet	85 SAR	179 SAR	94 SAR	52.5%
Premium Bouquet	140 SAR	299 SAR	159 SAR	53.2%
Flower Box	110 SAR	249 SAR	139 SAR	55.8%
Flower + Gift Box	170 SAR	349 SAR	179 SAR	51.3%

Additional revenue can be generated from greeting cards, chocolates, balloons, premium wrapping, customized messages, delivery upgrades and corporate packages. Prices should be reviewed regularly because fresh flower costs may change by season and supplier.

4. Market Feasibility

4.1 Target Market

The primary target market consists of digitally active consumers in Riyadh who value convenience, attractive presentation and quick delivery. Potential customer groups include young adults, professionals, families, couples, students, and corporate clients.

Segment	Typical Need	Business Response
Individuals	Birthdays, anniversaries, congratulations and personal gifts	Ready-made and customizable bouquets
Families	Graduations, newborns, visits and celebrations	Gift boxes and premium arrangements
Corporate clients	Employee gifts, events and client appreciation	Bulk orders, branded cards and scheduled delivery
Last-minute buyers	Urgent gifts	Same-day selection with clear delivery slots

4.2 Demand Drivers

- Frequent personal and social occasions throughout the year.
- High convenience value of online ordering and home delivery.
- Strong visual appeal of flower and gift products on social media.
- Seasonal peaks such as graduations, weddings, Eid periods and other celebrations.
- Opportunity for recurring corporate orders and customer loyalty programs.

5. Competitive Analysis

The project will compete with local flower shops, online gifting platforms, Instagram-based sellers and premium florists. Competition is expected to be strong, so the business should avoid competing only on price. Its position should focus on design quality, dependable delivery, customization, packaging and customer experience.

Competitive Factor	Proposed Position
Product design	Modern arrangements with clear product photography
Customization	Choice of card message, wrapping and selected add-ons
Convenience	Simple digital ordering and delivery scheduling
Quality control	Supplier standards and freshness checks
Customer retention	Loyalty offers, reminder marketing and referral incentives
Corporate sales	Custom packages and repeat-order arrangements

6. SWOT Analysis

Strengths	Weaknesses
Lower initial overhead than a full retail shop; highly visual products; customization opportunities	Perishable inventory; dependence on consistent flower quality; new brand requires marketing investment
Opportunities	Threats
Corporate gifting; subscriptions; event packages; partnerships; seasonal campaigns	Strong competition; supplier price increases; delivery delays; imitation of designs; demand fluctuations

7. Marketing Plan

The marketing strategy will be digital-first. Product photography and short-form video are important because customers often make gifting decisions visually. Marketing should focus on both customer acquisition and repeat purchases.

Channel	Purpose	Example Activity
Instagram	Portfolio and conversion	Reels, product launches, customer occasions
TikTok	Reach and brand awareness	Behind-the-scenes bouquet preparation
Snapchat	Local visibility	Daily products and limited offers
Search / Maps	High-intent demand	Search visibility for flower delivery
Influencers	Trust and discovery	Small local creator collaborations
CRM / WhatsApp	Retention	Occasion reminders and repeat-customer offers

7.1 Promotional Ideas

- Launch discount for first-time customers.
- Referral credit for customers who bring a new buyer.
- Bundles combining flowers with chocolates or gifts.
- Graduation and seasonal collections.
- Loyalty points or a simple repeat-customer discount.
- Corporate packages with volume-based pricing.

8. Operational Plan

The operational process begins with sourcing flowers and packaging, followed by quality inspection, controlled storage, order preparation, final photography/quality check, packaging, dispatch and delivery confirmation. Inventory should be purchased according to forecast demand because unsold flowers create waste.

Step	Main Activity	Control
1. Procurement	Purchase flowers, boxes and accessories	Approved suppliers and price comparison
2. Receiving	Inspect freshness and quantities	Reject damaged or low-quality items
3. Storage	Maintain flowers correctly	Temperature and daily stock checks
4. Order preparation	Arrange flowers and customize gifts	Standard preparation checklist
5. Quality check	Review arrangement and message	Photo/check before dispatch
6. Delivery	Assign delivery and route	Delivery slot and customer confirmation
7. After-sales	Handle feedback/issues	Fast response and service recovery

9. Human Resources

Role	Main Responsibilities	Initial Approach
Owner / Manager	Planning, suppliers, finance and performance	Owner-managed
Florist	Arrangement and product quality	Full-time or flexible based on demand
Order Coordinator	Orders and customer service	Can initially be combined with owner role
Delivery	Customer delivery	Outsourced or per-order delivery partner
Social Media	Content and campaigns	Freelance/part-time initially

10. Startup Cost Estimate

Startup Item	Estimated Cost
Workspace preparation	10,000 SAR
Flower refrigerator / cooling equipment	8,000 SAR
Florist tools and equipment	3,000 SAR
Initial flower inventory	7,000 SAR
Packaging and boxes	5,000 SAR
E-commerce website / setup	5,000 SAR
Branding and logo	3,000 SAR
Launch marketing	8,000 SAR
Contingency and miscellaneous	6,000 SAR
Total	55,000 SAR

11. Monthly Operating Cost Estimate

Fixed / Semi-fixed Cost	Monthly Estimate
Workspace / storage	4,500 SAR
Florist / operational support	5,500 SAR
Order / customer support allowance	3,500 SAR
Marketing	6,000 SAR
Utilities and internet	1,000 SAR
Software / website subscriptions	700 SAR
Administrative and miscellaneous	1,800 SAR
Total fixed/semi-fixed	23,000 SAR

Flowers, packaging, payment fees and delivery are treated mainly as variable costs and rise with sales. For the financial model below, a blended variable cost ratio of 50% of sales is used as a conservative planning assumption.

12. Sales Forecast and Profitability

Scenario	Order Volume	Monthly Revenue	Variable Costs (50%)	Fixed Costs	Estimated Operating Profit
Conservative	7 orders/day	39,900 SAR	19,950 SAR	23,000 SAR	-3,050 SAR
Expected	12 orders/day	68,400 SAR	34,200 SAR	23,000 SAR	11,200 SAR
Optimistic	18 orders/day	102,600 SAR	51,300 SAR	23,000 SAR	28,300 SAR

12.1 Break-Even Analysis

With an assumed average order value of 190 SAR and a 50% contribution margin, the estimated contribution per order is 95 SAR. Based on monthly fixed/semi-fixed costs of 23,000 SAR, the project would need approximately 243 orders per month (about 8.1 orders per day), equivalent to approximately 46,000 SAR in monthly sales, to cover the modeled fixed costs.

13. Three-Year Financial Projection

Year	Revenue	Variable Costs	Fixed Costs	Estimated Operating Profit	Operating Margin
Year 1	820,800 SAR	410,400 SAR	276,000 SAR	134,400 SAR	16.4%
Year 2	984,960 SAR	492,480 SAR	276,000 SAR	216,480 SAR	22.0%
Year 3	1,132,704 SAR	566,352 SAR	276,000 SAR	290,352 SAR	25.6%

The projection assumes that the cost structure remains broadly stable and that sales increase through brand awareness, repeat customers, corporate orders and a broader product range. It does not include financing costs, income taxes, depreciation or owner drawings.

14. Risk Analysis and Mitigation

Risk	Potential Impact	Mitigation
Flower spoilage	Higher cost and lower margin	Demand forecasting, smaller frequent purchases and waste tracking
Supplier price increases	Reduced gross margin	Multiple suppliers, seasonal substitutions and regular price reviews
Delivery delays	Customer dissatisfaction	Defined delivery zones, reliable partners and time buffers
Strong competition	Pressure on sales and pricing	Distinctive designs, service quality and customer retention
Seasonal demand changes	Unstable revenue	Corporate sales, subscriptions and diversified gift products
Poor online reviews	Reputation damage	Quality checks, rapid complaint handling and service recovery
Cash-flow pressure	Difficulty purchasing inventory	Working-capital reserve and weekly cash monitoring

15. Implementation Schedule

Stage	Estimated Period	Key Output
Concept and supplier research	Weeks 1-2	Product list and supplier shortlist
Branding and packaging	Weeks 2-4	Brand identity and packaging samples
Website and ordering setup	Weeks 3-5	Functional online ordering
Product testing and photography	Weeks 4-5	Launch catalogue
Soft launch	Week 6	Controlled first orders
Marketing launch	Weeks 7-8	Paid and organic campaigns
Performance review	Month 3 onward	Pricing, waste and marketing optimization

16. Key Performance Indicators (KPIs)

KPI	Why It Matters
Orders per day	Measures demand and progress toward break-even
Average order value	Shows revenue generated per customer
Gross margin	Measures pricing and direct cost control
Flower waste percentage	Measures inventory efficiency
On-time delivery rate	Measures service reliability
Repeat customer rate	Measures customer loyalty
Customer acquisition cost	Measures marketing efficiency
Customer rating / complaints	Measures service quality

17. Conclusion and Recommendation

The online flower and gift business has a good chance of being successful if it maintains good quality, reduces waste, and gets enough orders. Starting online will help reduce costs and allow the business to understand customer demand before opening a physical store.

It is recommended to start with a small number of products, choose good suppliers, and focus on marketing and customer satisfaction. The business can expand after it starts making stable profits.