

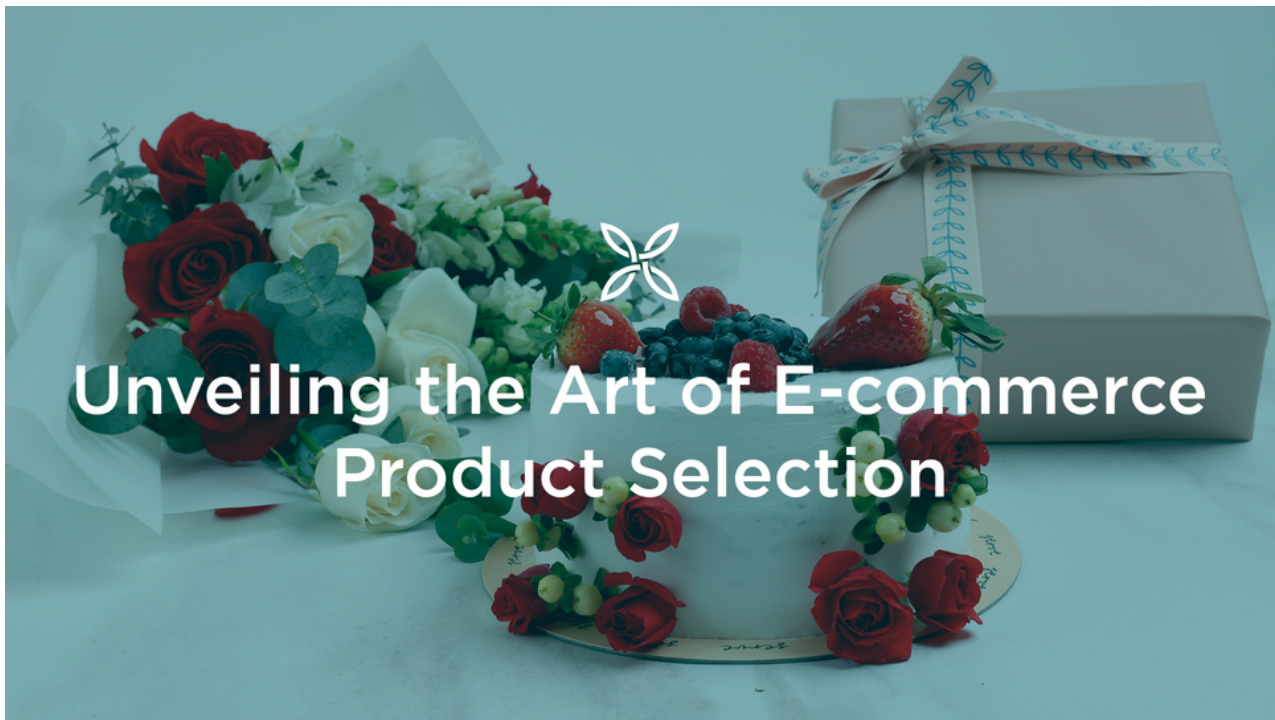
FLOWARD FOCUS

NEWSLETTER

EDITION NO.2

*UNVEILING THE ART
OF E-COMMERCE
PRODUCT SELECTION*





Unveiling the Art of E-commerce Product Selection

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THE PIVOTAL ROLE OF CATEGORY PLANNING IN E-COMMERCE

In the world of e-commerce, category planning is the backbone that supports an effective retail strategy. It is the process of managing a portfolio of products, breaking them down into manageable groups or categories, based on similar characteristics or customer buying habits.

Each of these categories is akin to a separate business unit, with its own set of strategies aimed at meeting customer needs and achieving financial targets.



In an ever-evolving digital platform, where consumer preferences shift rapidly and new trends emerge almost daily, category planning is no mere task—it's an art form. It requires a deep understanding of the market, sharp analysis of consumer behavior, and a keen eye for spotting trends. More than just deciding what products to sell, category planning is about curating an experience for customers. It involves optimizing assortments, setting competitive price points, devising promotional strategies, and ensuring the overall health of the category.



In an industry as heartfelt and intimate as gifting, this process becomes even more complex and nuanced. How do you not just sell products, but craft gifts that tell a story? How do you ensure that a bouquet of flowers is not just a product, but a meaningful gesture that strengthens a bond between people? This is where Floward, a leader in the flowers and gifting industry, excels. Our approach to category planning is a lesson in harmony—balancing data-driven decisions with a profound understanding of human emotion and connection.

CRAFTING THE PERFECT GIFT: FLOWARD'S USP

At Floward, every gift is meticulously designed to be a unique and heartfelt expression. Innovative flower bouquets are arranged not just to appeal to the eye, but also to evoke a sentiment.

Seasonal relevance is key; flowers are chosen based on their peak bloom time, ensuring fresh and vibrant arrangements year-round.



Floward is a pioneer in crafting integrated gift bundles—flowers, confectionaries, health & beauty and other tokens—that are not just visually pleasing but also personalized to fit the occasion at hand, allowing senders to convey their emotions authentically. In addition, Floward collaborates with top local and global brands while also offering products under its own label, thus ensuring a breadth of choice and unwavering quality.

EMERGING TRENDS IN MENA

In the MENA region, Floward observes a growing trend toward gifts that are deeply personalized and relevant. People aren't just looking for a gift; they are looking for a symbol of their affection and thoughtfulness. As such, the demand for customizable products is on the rise. Innovation is also taking center stage, with fresh and creative floral designs being a key factor that attracts new and returning customers to Floward's platform.



DECISIONS, INFORMED BY DATA



At Floward, data is not just numbers —it's the voice of the customer. The company employs comprehensive data analytics, examining trends at country, regional, and global levels. Views, conversion rates, and profitability are scrutinized to understand what appeals to customers in different regions. This information guides product decisions, from introducing customized ranges to optimizing for top occasions like birthdays, which have shown significant conversion rate improvements.

LESSONS FROM THE PLATFORM



Floward's Seasonal Flowers initiative exemplifies the company's adaptability. Recognizing that stagnation in their flower varieties led to a lack of newness for customers, the company introduced a seasonal range, reflecting trends in color and style, and aligning with the most vibrant and fresh flowers available. The initiative, backed by Growth and Category teams, has already seen three successful seasonal launches.

ADAPTING TO FLUCTUATING MARKET DEMANDS

Floward expertly navigates the delicate act of introducing novel products while preserving the beloved existing line. This is achieved through diligent management of our product range, regularly reviewing and refreshing the product offerings based on historical data and predictive demand planning. Continuous scanning of global gifting trends ensures that Floward's selections are always in step with what customers are seeking.



UNIQUE PARTNERSHIPS ELEVATE OFFERINGS: THE MUBKHAR JOURNEY

Floward's collaborations are far more than mere supplier relationships; they are strategic partnerships that significantly enrich the product selection, and in some cases, evolve into something more. The journey with Mubkhar is a sterling example of this evolution.



Initially starting as a strategic partnership, Floward and Mubkhar collaborated to create unparalleled synergy. Mubkhar offered an extensive range of scents—both Arabic and Western—which allowed Floward to cater to a broad and diverse customer base. This partnership facilitated the assembly of gift bundles that resonated with different cultural sensibilities, offering a bespoke gifting experience for customers.

Recognizing the value and the seamless integration that this partnership brought to its brand, Floward took the significant step of acquiring Mubkhar. This acquisition wasn't just a business move —it was the merging of two brands that share a profound respect for their craft and a dedication to delivering excellence to their customers.

Now, as a part of the Floward family, Mubkhar continues to play a vital role, contributing to the rich and diverse product offerings that Floward is celebrated for. In specific markets, such as Kuwait and Saudi Arabia, the integration of Mubkhar's scents with premium chocolate brands and other products results in gift bundles that are both irresistible and high-value.



This acquisition not only solidified Floward's commitment to providing a broad and exquisite range of products, but it also illustrates Floward's ability to foster relationships that transcend the transactional nature of business, showcasing a strategy where collaboration and unity lead to mutual growth and enrichment.

CUSTOMER FEEDBACK AS A CORNERSTONE

At Floward, the customer's voice is paramount. The company maintains a strong feedback loop with its customer service department, using insights from customer interactions to understand what they desire more or less of.

Special attention is paid during key seasonal moments such as Valentine's and Mother's Day, ensuring that the gift selection is perfectly aligned with customer expectations during these critical occasions.



EXCITING UPCOMING TRENDS AND INITIATIVES

Floward is set to embark on two groundbreaking ventures:



Own Brand Home & Garden Range: Floward is expanding into the Home & Garden category with its own branded line. Starting with floral-scented candles & diffusers, Phase 1 will be a pilot across markets, using off-the-shelf items as a test bed. The insights from this phase will inform unique designs that sync with Floward's identity and market position.

Artisan Collective: Breaking from reliance on large suppliers, Floward is looking into investing in partnerships with small local artisans. These collaborations will allow Floward to offer personalized, handcrafted gifts that are deeply sentimental. One key initiative Floward is considering is a competition for artists in the GCC, where winning designs will be featured in a new line of greeting cards, emphasizing Floward's commitment to supporting local talent while also enhancing its product line.



CRAFTING THE QUINTESSENTIAL E-COMMERCE EXPERIENCE

At the heart of Floward's success lies a nuanced understanding of what makes e-commerce truly transformative. It's not just about providing products; it's about curating moments, crafting memories, and celebrating connections.



Floward's approach to e-commerce product selection is, without a doubt, a masterclass in finesse and strategy. But what really sets it apart is the heart and soul poured into every decision, every product, and every partnership.

Heartfelt Creativity: Each product, whether it's an innovative flower bouquet or a customized gift, is a testament to the passion and imagination that fuel Floward. Every offering is designed with an eye to relevance, ensuring that every gift resonates with its receiver, making special occasions even more memorable.





Rigorous Data Analytics:

Behind every vibrant bouquet or meticulously crafted gift is a robust framework of data analytics. By delving deep into trends, conversion rates, and global landscapes, Floward ensures that its product selection is not just intuitive but also informed, aligning perfectly with the ever-evolving customer desires.



Direct Customer Feedback:

There's no guidebook more authentic than the voices of the customers. Floward recognizes this invaluable treasure trove of insights and works closely with customer services to continuously refine its offerings. Seasonal moments like Valentine's Day or Mother's Day are particularly enriched through this feedback, ensuring that the company remains in tune with its clientele's heartbeat.



Strategic Collaborations: Floward's partnerships are emblematic of its commitment to excellence. Whether it's the profound relationship-turned-acquisition with Mubkhar or collaborations with premium brands in markets across the countries where it operates, these alliances are about more than expanding product lines. They are about weaving together the best of multiple worlds to create unparalleled gifting experiences.



In bringing together these core pillars, Floward ensures a gifting experience that is both fulfilling and memorable. Every customer journey becomes a testament to the brand's dedication, from the first click to the moment a gift is received, illuminating the art and science of e-commerce in its most radiant form.