Oahu Flower Mart, Inc.

Background information

Oahu Flower Mart, Inc. is a newly formed company with over 20 years of experience in the industry. From growing and selling locally grown tropical flowers and foliages to arranging floras for weddings to helping plan flowers for a funeral, we can do it and have done it. Currently we wholesale tropical flowers from our warehouse in Kalihi with satellite locations at the Swap Meet at the old Kam Drive Inn and City's People's Opened Markets.

Purpose/Objective

Selling of tropical flowers, with anthuriums being the spot light.

Target Audience

Age: Newlyweds between the age of 23-35
Sex: Both
Geographic: Hawai'I, for now but want to expand to the mainland
Income: Middle to upper class
Spending Habits: dating, special occasions, funeral services

Competition/competitors

Watanabe floral
Pros: simple, easy to navigate
Cons: not visually pleasing, tacky buttons, dated
http://www.watanabefloral.com/index.htm



Assets needed

Logo
Tag line
Photos
Intro paragraph
Descriptive paragraphs
Contact info