

Business potential at a glance

Recipe-to-Order Stem Planner

FiftyFlowers · Free customer offering · 10/22/2026

01 Customer task

DIY wedding shoppers need to turn an arrangement design into sufficient flower packs and clear allocations for each vase.

02 Business value

Free planning could support additional flower orders, but Floravelle has no established supplier relationship or proven sales effect.

03 Target market and access

US shoppers considering the supported kits are the commercial target. Product-page placement fits the task but requires authorization.

04 Advantage over alternatives

Editable stems, component-wise pack selection and matching downloads offer more direct execution than static recipe arithmetic.

05 Key assumption

The sales case assumes shoppers buy additional flowers from the supplier rather than only export a plan or reduce an existing order.

06 Recommendation

Proceed with the bounded independent demonstration, not a claimed sales-growth investment. Keep supplier rollout separate.

Market, competition and position

Target audience and route to customers

DIY wedding customers designing supported bouquets and centerpieces; the initial demonstration specifically serves repeated table-vase arrangements. Selected commercial channel: beside recipe and size information on the three supplier product pages, where kit selection and purchase coincide. Site-owner authorization and actual placement are open prerequisites.

Usage and ongoing value

Assumptions and evidence in the online details

One wedding ordering period; changed arrangement counts produce revised buying quantities and allocations. Successive wedding shoppers may generate additional flower-order contribution; post-wedding return is unnecessary.

Relevant alternatives

Alternative	Why switch – or stay?
Existing kit pages and Sugar Plum recipe PDF	Existing recipes already support planning. Switch for editable ratios and reconciled allocations, not merely another download; Sugar Plum is a benchmark, not a supported fourth kit.
FiftyFlowers personal consultation	Human consultation offers broader customization. The planner could replace routine arithmetic, but cannot match bespoke design advice and may displace some paid guidance.
Flower Moxie worksheet and manual totals	A concrete manual worksheet already exists. Switch for automatic totals, pack coverage and synchronized design output; automated optimization is not established for the worksheet.

Strengths, weaknesses, opportunities and threats

Strength

FiftyFlowers documents stem-count planning expertise; it provides a credible knowledge base, not an existing Floravelle capability.

Weakness / internal effort

Original visuals, making instructions and pack-data ownership still require preparation; public quantities are not a finished recipe library.

External opportunity

Published component-level kit specifications allow editable designs to be reconciled with real packs at the ordering stage.

External threat

Free worksheets, existing recipe guidance and shopping elsewhere after export can absorb the benefit without additional supplier contribution.

Business model and economics

Free customer offering · Twelve-month planning horizon

Additional package cost: 0 USD

Development and twelve months of hosting: no additional package cost under the current terms. Social media can be ordered separately at no additional cost under the current terms; not included.

This assessment plans delivery. App creation starts only after your separate development order.

additional completed flower orders / year · monetary values in USD

Inputs and derivation

Input	Low / base / high	Why this input?
Annual volume	12 / 60 / 120	Assumed 1 / 5 / 10 genuinely additional orders per month × 12; no measured conversion uplift.
Value / unit	50 / 50 / 50	Assumed USD 50 contribution per additional order after fulfillment, support and displaced advice.
Extra / unit	0 / 0 / 0	No additional services; platform and netted effort are already included.
Extra annual costs/effort	1,400 / 2,800 / 5,600	First year only: 16/32/64 expert hours × USD 50; excludes platform implementation.; Recurring: 1/2/4 expert hours per month × 12 × USD 50.

Planning assumptions, not a sales or profit forecast. Included and already netted work is not added again.

Year-one result

Scenario	After package and own costs
Cautious	-5,000 USD
Base	200 USD
Favourable	4,600 USD

Cautious: low benefit, high costs. Favourable: high benefit, low costs.

At base assumptions, the modelled benefit covers the included costs. Keep the initial scope focused.

Break-even under base assumptions

56 additional completed flower orders per year

Annual volume × (value – extra cost per unit) – package costs – own costs. Assumptions are not measured demand.

Your prepared next step

Commissioned app development implements these briefs. The app performs the planned specialist work.

Recommendation

Build the independent Floravelle demonstration within the three sourced kit families.

Implementation package 1

Commission the bounded Floravelle demonstration through the regular app generator. Three kit families; DE/EN; editable 14-stem starting arrangement; ten tables; no account, supplier affiliation, prices or stock claims.

Benefit: Published kit vectors support useful calculations; supplier-channel access and additional sales remain unproven.

Implementation package 2

Include component-level pack selection and current-state downloads in the commissioned scope. Least-surplus and fewest-kit alternatives; supplied counterexamples; local PDF and validated project import; separate vase count.

Benefit: Total-stem division fails when one component is short, especially in the asymmetric Enchanted large kit.

These are the two priority work packages. Further briefs and adjustment rules are in the online details.

Original questions: answers and consequences

Among comparable DIY kit shoppers, does access produce additional completed orders rather than merely calculator use?

Open

Additional completed orders are unproven. Product-page relevance does not establish a purchasing effect.

Do comparable shoppers with planner access complete more flower purchases, and what purchases would have occurred without it?

Open

No counterfactual purchase result is established. Better quantities could also reduce overbuying or redirect shopping.

Selection: 2 priority questions out of 3 original questions are shown here. All questions, findings and uncertainties remain available online.

Research findings do not establish demand. The next phase starts only with your separate decision. Full reasoning and sources remain in the online details.