



Flourishing Connections: Enhancing efficiency of modern flowers and gifts retail

Use Case

Digital optimization
in hospitality, events,
corporate gifting

Tools Used

Shopify Hydrogen
Figma
React Native

Industry

Personalized gifting
E-commerce

Scope

Shopify website
Mobile app



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The Challenge/ Problem

Expanding a brand that is established in one region to a new market brings challenges of adaptability and sustainability.

01

Saudi Arabia's employment, IPs, and sector-specific rules bring unique challenges, along with the presence of economic clusters

02

Integrating multiple cultures, also accounting for right-to-left Arabic script, while maintaining user-friendliness

03

Building innovative time-sensitive services and a mobile-first approach in a new market with different consumer behaviour



Client Overview

For over 25 years, FnP has been helping customers to celebrate their special moments by delivering fresh flowers and fabulous gifts.

Ferns N Petals is one stop shop for all gifting needs, be it buying flowers, cakes, plants, personalized gifts, decoration services, or experiences, not only in India but across the globe.

Founded in 1994 by Vikaas Gutgutia, FNP has expanded its business globally in a short duration of time. The first shop of Ferns N Petals was opened in Delhi South extension; it took nine years to break even in 2003. Now the flower retailer has expanded into the eCommerce sector along with multiple online ventures like FNPcakes. The company has expanded its business services into the event and wedding planning industry with FNP weddings and events.



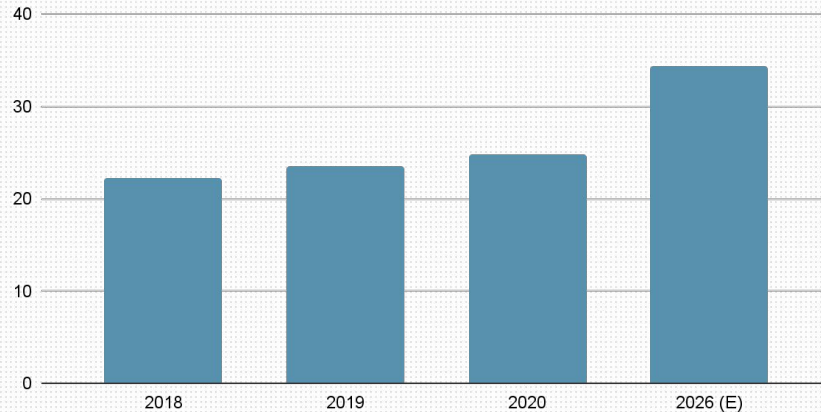
Bring nature indoors
and heal with our beautiful indoor plants.



Market Overview

Ferns N Petals is a part of the personalized gifting, and flowers and gifts market. Consumers are increasingly willing to spend on unique and meaningful gifts, rather than generic ones. With more money to spend, people are looking for ways to show their loved ones that they care.

Estimated size of the global personalized gifts market (\$bn)



Source: Verified Market Research, Statista

- Saudi Arabia's e-commerce market is expected to grow from **\$13.61 bn in 2024 to \$27.37 bn by 2029**, with a **CAGR of 15.01%**
- The Flowers & Gifts e-commerce market is projected to reach **\$103.6 mn by 2024**, growing at a **14.7% CAGR**, and is expected to reach \$179.3 mn by 2028
- In **July 2024**, the monthly revenue for Saudi Arabia's Flowers & Gifts e-commerce market was **\$9 mn**
- **Flowers & Gifts accounts for 3.1% of Hobby & Leisure e-com**, with online retail share expected to increase from 9.0% to 14.6% by 2028
- The personalized gifts market, globally valued at **\$28.27 bn in 2024**, is projected to reach **\$59.24 bn by 2031**, growing at a **CAGR of 9.69%**
- The floral gifting market, valued at **\$50.10 bn in 2021**, is expected to grow to **\$76.22 bn by 2030**, with a **6.1% CAGR**

Competitor Analysis

	Ferns N Petals (FNP)	Adline Media	Forever Florist	Bloss Saudi Arabia
Product Offerings	Corporate gifts, branded merchandise, tech gadgets, office supplies	Flowers, cakes, personalized gifts, luxury hampers	Luxury flowers, chocolates, fruit baskets, perfumes	Flowers, chocolates, balloons, gift sets
Target Audience	Businesses seeking customized promotional items	Individuals and businesses for personal and corporate gifting	High-end consumers and businesses seeking premium gifts	Individuals and businesses for versatile gifting needs
Pricing	Bulk order discounts, tailored pricing for corporate clients	Wide range from budget to luxury; dynamic pricing	Positioned at a premium price point, reflecting the quality and exclusivity	Mid to high-range, promotional discounts available
Customer Experience	Personalized service, focus on long-term business relationships	User-friendly, efficient delivery (same/next-day options)	Focus on high-quality, personalized service	Creative, high-quality floral arrangements, reliable delivery
Unique Selling Point (USP)	Specialized in corporate branding needs, wide variety of customizable products	Strong brand recognition, extensive product range	Niche market for luxury gifts, emphasis on exclusivity	Versatile range with a focus on customer satisfaction and quality

Our Approach



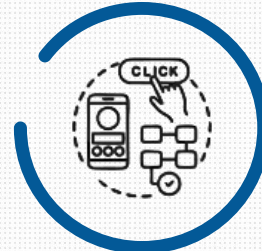
Shopify Plus Setup

1. Deployed **hydrogen headless setup** for front-end
2. Enhanced **website speed and SEO** performance
3. Facilitated **efficient content management**



Custom Mobile App

1. Developed using **React Native**
2. Cross-platform for **iOS and Android**
3. Aligned with **FNP's brand identity**



UI/UX Design

1. Tailored for **mobile app**
2. **Multilingual support** with Arabic compatibility
3. Focused on intuitive, **visually appealing interface**



Order Management

1. Integrated with **Shopify APIs**
2. Optimized **centralized order processing** system
3. **Partner and delivery** platform
4. **Real-time updates** and notifications

Key Findings

Hyper-Local Delivery Optimization

- Integrating hyper-local deliveries with regional partners and real-time tracking for precise and timely deliveries.

Time-Specific Order Handling

- Designing for time-specific orders like midnight surprises, necessitating scheduling algorithms and user-friendly interfaces.

Operational Optimization

- Further enhancing order management and backend operations to accommodate F&P partner network and personalized gifting options efficiently

Multilingual Implementation

- Embracing Arabic right-to-left script support with UI/UX that ensures seamless navigation and readability across devices.

Mobile App Development

- Developing a mobile app experience across iOS and Android platforms, encapsulating S&P's essence and user expectations.

Cost-Effective Innovation

- Balancing innovation with cost-effectiveness, ensuring scalability and long-term viability while minimizing operational expenses

Our Solution

Seventh Triangle partnered with Ferns N Petals (FNP) to enhance their presence in Saudi Arabia. Using Shopify Plus and custom solutions, STC created a scalable gifting platform and mobile app, overcoming challenges to deliver significant business improvements.

01

Implemented a **Hydrogen Headless setup** and **custom mobile app** customized to local culture, and worked towards enhancing **user experience and SEO** performance.

02

Integrated the **custom application** with **Shopify APIs** for seamless **order processing, product personalization,** and **delivery management.**

03

Enabling **real-time updates**, streamlined **hyper-local deliveries**, and enhanced overall **order management efficacy**, resulting in cost savings and improved ROI.

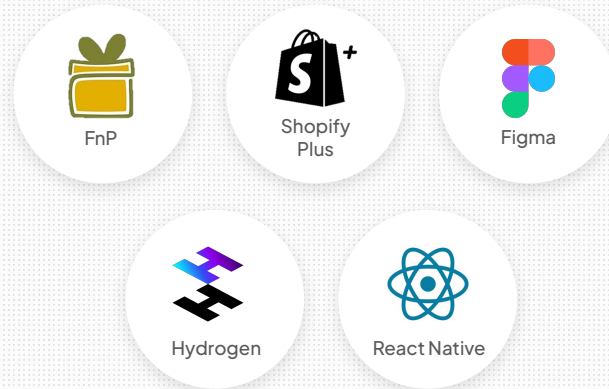


Tools & Technologies

Seventh Triangle Consulting was able to address the problems and challenges faced during Ferns N Petals' digital infrastructure enhancement journey through the following tools and technologies.

Shopify-based front-end and custom Order Management System (OMS) at back-end

For Ferns N Petals to strengthen their presence in Saudi Arabia, they needed to **improve their digital infrastructure** to carry out operations smoothly. This consisted of using **Shopify Plus and its APIs** for developing the front end and integrating various features to curate a seamless customer journey. **Shopify's headless commerce framework – Hydrogen** was employed for this. **React Native** was used to develop iOS and Android apps and **Figma** was used for wireframing. These tools together helped in curating a seamless operations system and user experience.



The Result

By partnering with FnP, our Shopify Plus solutions optimized their existing digital presence in Saudi Arabia, reducing operational costs, streamlining order management, and retaining their SEO practices. This led to improved performance and increased customer satisfaction.

45% Reduction in Operational Cost

Improved **operational efficiency** achieved through **custom OMS, delivery partner interface** and overall **optimization** in infrastructure

65% Increase in Sales

Excellence with **SEO, seamless UX** and innovative features like midnight surprises led to increased **customer satisfaction** and retention



Seventh Triangle



Building Intelligence

*“Alone we can do so little;
together we can do so much”*