

1. Your Company Name:

Honeywisp Botanica

2. Mission statement:

At Honeywisp Botanica, our mission is to celebrate the quiet magic of nature through flora and foliage. Rooted in sustainability and a deep love of the wild, we are dedicated to making each bloom you purchase an enchanting experience in your own home. We hope to inspire, delight, and awaken a love of nature with each purchase.

3. The types of products:

An online destination for coveted flowers and trees to purchase to plant at home.

4. Audience:**a. What type of customer do you want to reach?**

People who are looking for coveted flowers or trees to make their own dwellings and outdoor areas beautiful.

b. Who are your target customers?

People who care about sustainability, nature, and high-end flowers and trees.

5. Marketing:

Marketing would be heaviest in spring and fall and include advertising on social media with enticing photos of trees and flowers that are sold at Honeywisp Botanica. Targeting Google ads for searches for keywords like "sustainable flowers or plants", "enchanting flowers", "outdoor space ideas", and "best place to buy flowers". Also, promotions at strategic times for give aways to increase our email and social media ads to users that are interested in our products.

6. Payment Systems:

Online payments options including major credit cards (Mastercard, Visa, Discover, American Express) Google Pay, and Apple Pay.

7. Order Fulfillment:

Online orders submitted with cleared payments will go out between 24 -72 hours later, unless listed for later shipment date. Example: Buyer purchases in February and the plant will not be ready for that zone until May.

8. Site Security:

Having the site SSL Certified is paramount. Then using my trusted partners for payment processing for their considerable security features. Enabling two-factor authentication for the website login, schedule the website for weekly back-ups, complete all security updates in a timely manner, and have an automatic back-up done each week.