



Secret Garden

Marketing Plan



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Define the 3C's

Secret Garden is putting creativity and community come together in a relaxing environment, and it is passionate about having fun and interesting workshop experiences for customers to create their very own and unique terrarium decoration with different option of themes. Customers can connect with friends and families in SecretGarden.It also provides app feature that help customers to create their design mock up virtually. Then customers can chose to whether create their masterpiece in the workshop or buy the ready-product directly. There is a Corner Cafe in the studio that provides a comfortable space for customers to build relationship and share their sotries with each other.



There are different kinds of plants for customers to choose and decorate. Every month we will feature different themes to attract different group of targeted customers to create their favourite plant decoration. We have themes of Pokemon, Marvel, Star Wars, Disney, and so on. Customers from different ages can fully enjoy their time during DIY session and create something unique and fully personalized decoration.

Secret Garden offers a variety selection of the plants. We do also have some rare special feature plants, for example Venus Fly Trap which usually catch and consume flies. Other special feature plants such as succulents can purify the air.

Sandy Jones



Segment: Creative student

Age: 20

Occupation: University student

Location: Toronto, ON

Status: Single

Income: \$30K-40K

Customer needs:

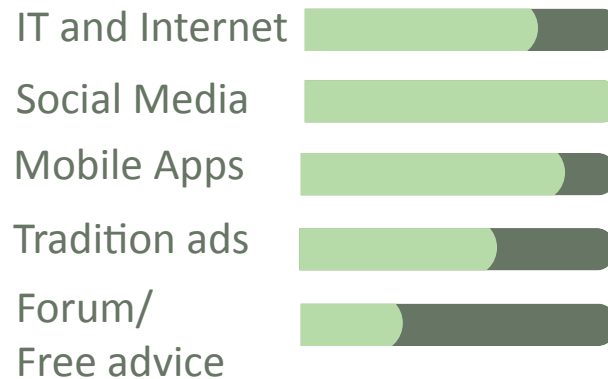
Need a creative plant to decorate her desk

Sandy's Story

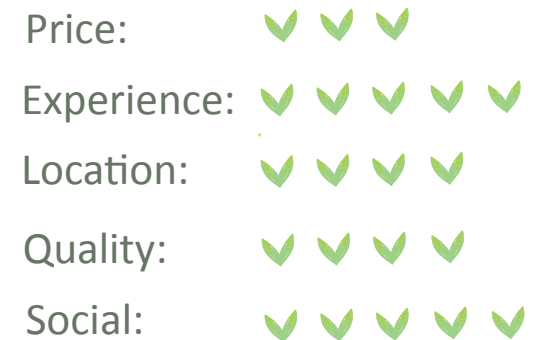
Sandy is a creative student who loves to create something interesting and she is an absolute plant lover. She said plants have magical power that helps her to relieve stress from school work beside the fact that some plants are good natural air purifier. She is always working in front of the computer so that she needs a plant that can reduce the radiation and decorate her working desk. She loves to meet more friends and talk with people that help her to know more information about the world and learn something new. Also, she always follows social media such as Instagram, to find the latest popular event and join them have fun.

Sandy likes to create something interesting and meaningful. She usually personally DIY something as a gift to her friends, because she thinks this way is more memorial, unique and special. She is also looking for a creative birthday gift for her best friend which is only a month away from now. Every Friday after school, Sandy likes to hang out with friends and do something fun to relax herself and temporary getaway from the stresses in school.

Preferred Channels



Motivation



Wilson Brown



Segment: Toy model collector

Age: 40

Occupation: Toy Store Manager

Location: Mississauga, ON

Status: Married

Income: \$70K-85K

Customer needs:

Special event with family

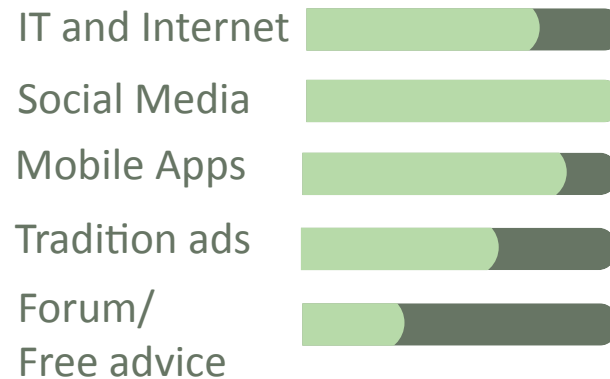
Wilson's Story

Wilson is a Tory store manager and he really likes action and fiction movie, especially the Star War movie series, which is full of extraordinary imagination and all the characters have their own special powers and personalities.

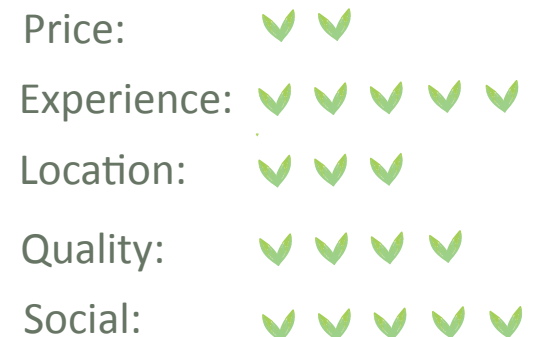
Every weekend he likes to spend time with his family. He has a son who likes the Spiderman Hero and loves to collect Marvel superheroes models as many as he can. He likes to join some events with family because it helps the growth and development of his little son. He loves his family so much and wants to create more good memories and share meaningful moments together.

Wilson has a car, and he likes to bring his family to uptown for a shortgetaway. Wilson also really likes some famous scenes in the Star War movie. He wants to buy some creative gifts that symbolize the famous scene. He has same hobby as his son too, loves to collect toy models from his favourite movies, and keeps them in a glass display cabinet.

Preferred Channels



Motivation



Competitors



Stamen & Pistil Botanicals

Toronto based store, supplies plants from small to large, also provides terrarium workshop and plant care instruction.

eco | stems

Toronto based store, provides wide selection of florals, customers can also order the product online and it delivery in most GTA area.

Dynasty

Toronto based boutique specialist in interior design, focuses on high quality tropical botanicals, ceramics and textile based arts.

These competitors do not offer the theme workshop and cafe service, and they do not have app feature for customers to create a virtual mockup sample in the digital platform.

SWOT -Strength



- special theme workshop with plant decoration and customers can choose their favourite theme to create related decoration.
- special species of plants provided, for example “Venus flytrap”
- provide creative experience and flexible in customization
- online order and GTA delivery service.
- Food and beverage offering in the studio
- low cost for the plant products
- all the products are easy to take care and environmental friendly
- provide special experience for customers
- targeted customers from all ages
- provide app feature that helps customers to find the workshops schedule
- customers can create their virtual plant mockup sample and experience different theme and elements through the app before they can create the plant decoration in the store
- have ready-product to sell in store
- sample reference book for customers to choose the product, if they do not want to create their own terrarium, they can buy it directly, or they can use the workshop to create on their own.

SWOT-Weaknesses



- only provide the small plants for home and office
- this particular industry does not develop rapidly over a short time
- easily copied by others
- limited space
- products lasts long and no need to replace very often
- less menu variety in the cafe
- dining area need more cost to renovate
- only provides small plants, no other floral products
- high rental fees for the store in Downtown Toronto

SWOT -Opportunity



- various studio locations in other city that give wide geographical coverage to offer services to customers
- partner with other events, such as paint night and other potential organization
- catering for some special event, like birthday party.
- improve a customer service.
- plant care service and online tutorial after customer purchase
- online market that allows customers can buy or order the products online
- large community of customers, create a video channel or other social media accounts in order to attract more customers
- establish relationship and partnership with local nurseries, so it will helpful for get discounted rates on plants, and keeping the costs low
- group special discounts for workshop
- provide basic value kit package to customers, so they can DIY their plant at home
- sign up for workshop, customers can get free coffee
- replacement service, and allows customers to exchange their characters after they made the purchase
- follow the popular trend of the theme to attract more customers
- partner with some popular events, like FanExpo

SWOT Threats



- other similar competitors provide the similar services like the terrarium workshops and customized products.
- competitors provide wide range of plants selection from small to large size
- increasing prices for the decoration objects.
- disease and bugs are a constant threat to plants
- sudden infestation in store area can ruin the plants and studio's reputation
- deliver fees may be affected by the distance, local post office strike
- prices changes from the plants supplier
- store rents changes

Positioning

Secret Garden provides a special customized plant decoration service which allows the local community and people in different ages to experience fun and popular themes and at the same time it can help to develop their creativity and establish connection with others.

Unlike other plant store, we are featuring an app for customers to create the design mockup virtually. All these will be provided under store entity and digital combined environment to ensure an efficient and effective delivery of high quality service.



Action Plan - Price



-reasonable but lower than other plant stores
-shows the different value packages online, so customers can see the details of the workshops and choose their own package and then book online.

**Terrarium workshop
(small size):**
\$30/person
\$55/ 2 people
\$130/ group of 5 people

(medium size):
\$40/person
\$75/ 2 people
\$180/ group of 5 people

(large size):
\$50/person
\$95/ 2 people
\$230/ group of 5 people

Terrarium Premade products:
small terrarium \$20
medium terrarium \$35
Large terrarium \$40

Catering events:
(5-10 people):\$250
(10-20 people): \$450

Cafe:
\$3/small size coffee
\$5/medium size coffee
\$5/hot chocolate
\$5/green or black tea
\$5/juice or smoothie
\$2/pops
\$3/a slice of cheesecake
\$4/sandwich
\$2/cupcake
\$2/muffin

Action Plan - Place

Toronto Store:

- Theme Garden is located in downtown Toronto, the central area that allows customers easy to visit
- the store can sell the ready-made products or customers can DIY their decoration as well

Website:

- customers can use the online store to place an order, check the workshop schedule, and find more details about the workshop package. Also, the website will show the popular themes of the terrarium to attract more customers.

Apps

- customers can use the app to create their decoration virtually by selecting the theme elements, plants, themes etc, and then they can decide to do it in the workshops or have the staff to do it for them.



Action Plan - Product:



- focus on quality and experience
- all the workshops include the selecting decoration elements and customers can have one surprise toy model.
- theme terrarium in three different sizes(small to large)
- customers can use the app/website to check the workshop schedule, book a workshop ahead and find more details about the product
- customers can also use the app to create their design mock up virtually by selecting the theme elements, then they can decide to do it in the store or buy it directly.
- In store, customers can choose the sample terrarium to buy or to create their own in the workshop
- provide catering service, like birthday party, christmas, corporate anniversary event, etc
- customers can join the workshop individually, or in a group
- providing the theme elements, like character models

Action Plan - Product:



Plants selection:

-venus flytrap, bosai, succulents,aloe vera, cacti,hens and chick,air plant,waxe agave, snake plants and so on.

Workshop DIY kit:

-customer selected character models and theme, jar, shovel, assorted plants, potting soil, small stones, activated charcoal

Popular themes:

 **Pokemon**  **Marval**  **Disney**  **Star Wars**

Join as Member:

-customer can join the memebship program, and they can get the early bird ticket discounts for all the year theme events, and 5% off in the whole store for their birthday.

Cafe:

-coffee, hot chocolate, green and black tea, juice, smoothie, pops, cheesecake, cupcake, muffin

Action Plan - Promotion:



- all the customers can get a free coffee/tea/juice when they join the workshop
- group package discount
- Social media:** customers can post an image about their experience and tag the store on social media platform, and they can get more discount
- birthday discount**
- Image campaign survey**
customers can post or share their own terrarium online or on the app, and the most favourite one can win a large customized terrarium or 50 dollars gift card.
- app:**
customer who download the apps and create an account can get 5% off.
- invite a friend to join a workshop, customer can his friend can get a free coffee combo in the store cafe.
- Membership**
customers who join the membership, they can come to certain event with cheaper price all year around.
- create tutorial video about how to take care of the plant on youtube
- Email:**
introduce the store and special event,e-news letter

Action Plan - Promotion:



-Sponsorship:

Partner with the special events, like the FanExpo

-Online advertising:

use the blog to show the product's production process, and some banners in certain website to display for advertisement

-Keyword search:

and when people search the keyword of "terrarium", the store website can come to the top

-Social media ad:

have certain popular social media accounts, like Instagram. Post some creative products in every day to attract more customers to come. Facebook group, customers can join the conversation group to discuss the products, join social events,

-Print advertising:

have flyers deliveries in other stores, community newspaper

-Print poster

put some print posters on the event message board, like in school, company, or shopping mall.