

example

Market research

For flower trading company

Competitors: web data, UPSs, business features

! WARNING!

NDA: some names and data in the sample report have been hidden or changed to comply with NDAs.

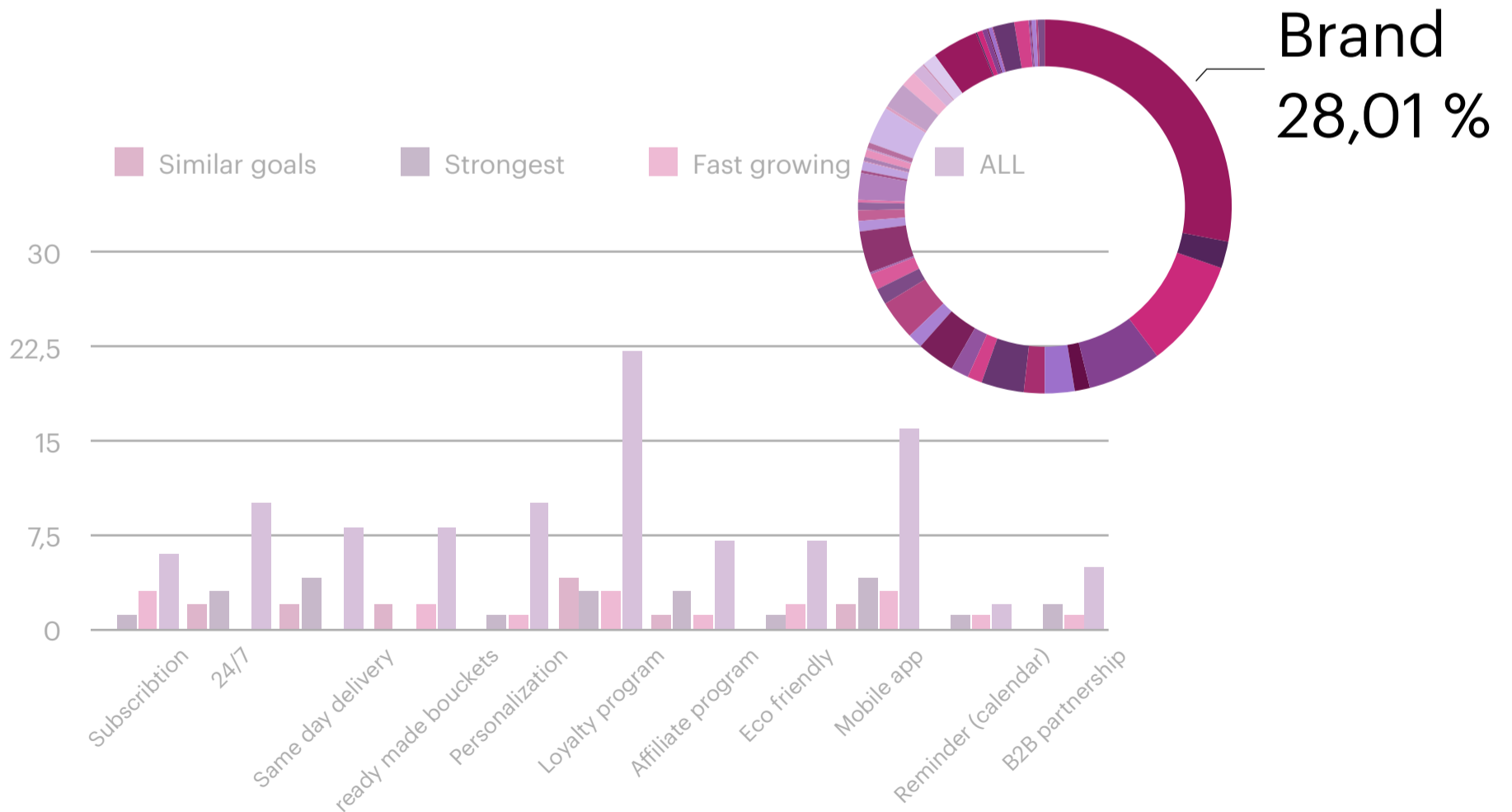


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Market research: competitors

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Introduction: conditions, goals and methods

Context / Market (input data)

Hidden Brand is the one of largest companies in *online flowers trading* market of the City. Age of company: 12 years; started working online from the very beginning and was one of the first online flower services of the local market. Company wants to prevent possible crisis of growth and to receive the data for developing a new growth strategy.

Company goals (provided by customer)

⊖ saving the position, ↗ growth, ☆ attracting new partners (B2B)

Research goal

Understanding of real market, competitors portraits in strategies and features, company fact positions and estimated market share.

Methodology

0. Collecting the list of competitors for the next preparations. Sources: maps and catalogs.
1. Web data review — for base positions in the internet. Sources: [similarweb.com](https://www.similarweb.com), official web sites.
2. Manual checking of competitor's web sites for information about UPS's, features and their positioning.
3. Manual analysis.

Statement

Market research: competitors

Statement

Whole statement:

https://docs.google.com/spreadsheets/d/1df5NFCRYM8_Pt88_3rV4mBGWx7pKS17QISc06aJqPyE/edit?usp=sharing

Base data:

- Webshop properties — visitors, audience, loyalty
- Marketing — traffic sources, preferred channels of sales
- Finance — prices, turnover, loyalty and affiliate programs
- Business — features, UPS's, economy models

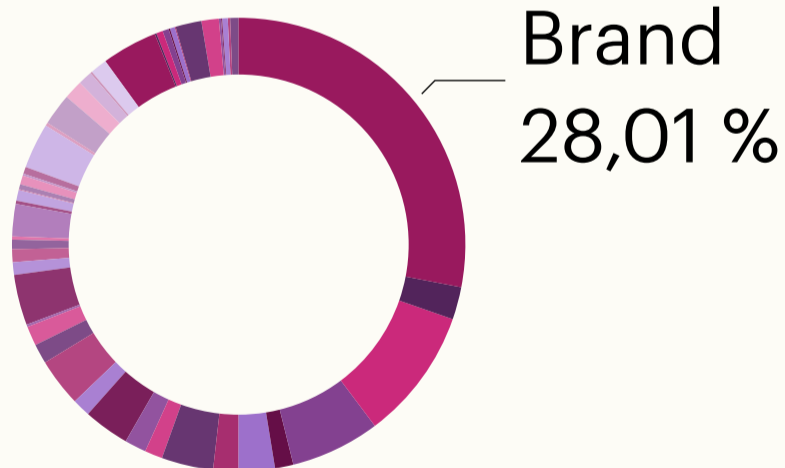
Competition review

Significant local competitors: 50; significant federal competitors: 11.

Market share (local competitors)

The Brand has a *biggest share* of local market (based on traffic): >28%. Next biggest competitor has less than 10%.

The Brand isn't established in Federal market yet and could be faces with 11 companies, including pretty strong ones like Competitor 52, 54, 55 and 56.



Some of them has a loyal audience and stable positions. However the expansion is still possible in case of that decision.

UPSs

To understand the landscape, we need to see how competitors position themselves and present themselves to customers:

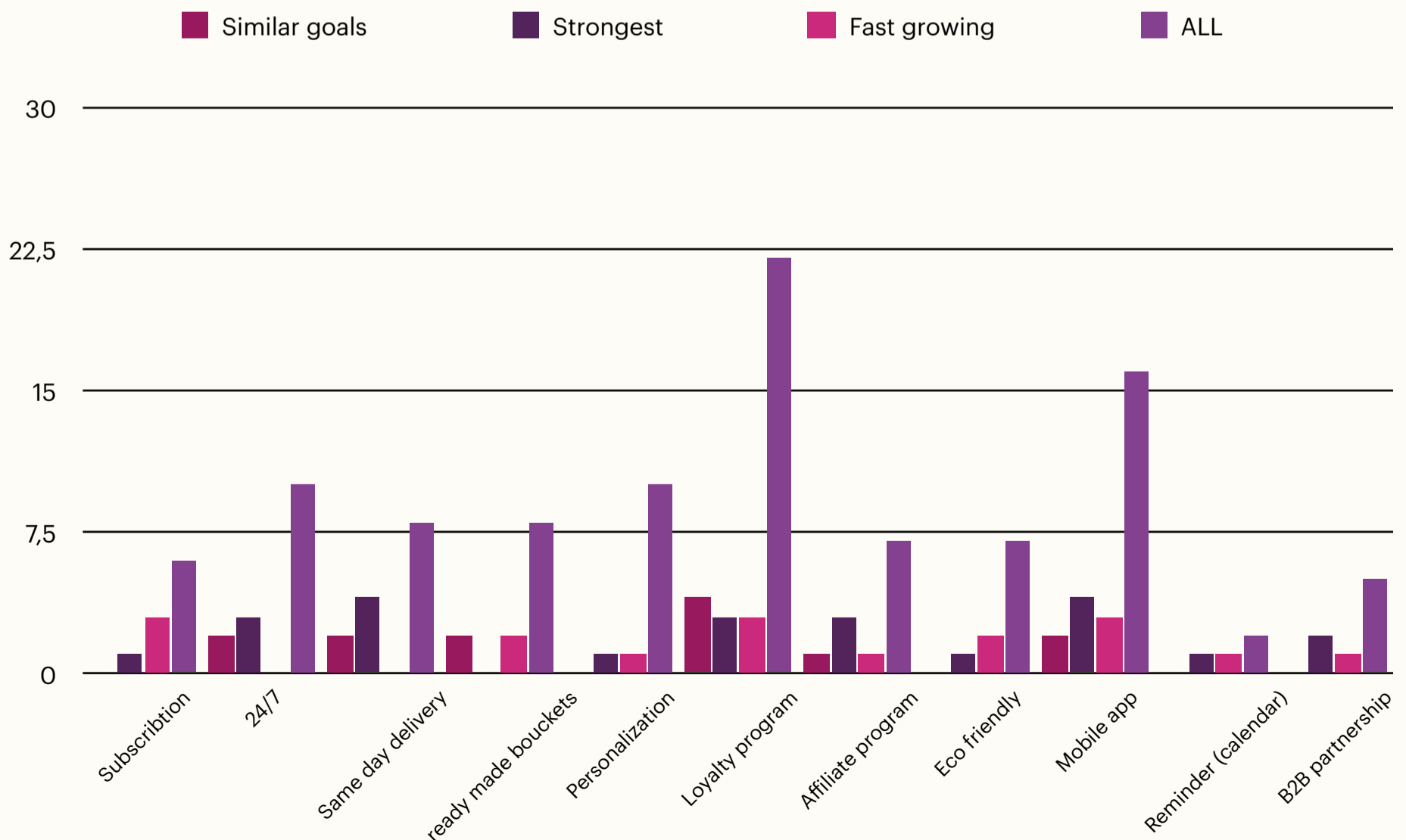
Company	UPS
Brand	Fresh flowers, low price
Competitor 1	Personalized floral arrangements tailored to individual customer preferences, ensuring each bouquet is a unique expression of sentiment.
Competitor 2	Reliable and well-known service
Competitor 3	Friendly and customer-oriented service, modern and responsive to market demands
Competitor 4	Guaranteed freshness with every delivery — our flowers are sourced from local growers.
Competitor 5	Features a unique "flower of the month" program, highlighting seasonal blooms and educating customers on their meanings and care tips.
Competitor 6	A unique floral gifting experience that includes handwritten notes and customizable add-ons like chocolates or candles.
Competitor 7	Offers same-day delivery for all floral arrangements, ensuring freshness and convenience for last-minute gifts.
Competitor 8	Low prices
Competitor 9	Implements a carbon-neutral delivery option, making it easy for environmentally conscious customers to choose sustainable flower delivery.

Competitors' characteristics

Offers, features and UPS's

To compare competitors' policies and their success, 3 groups are identified among them (more on page 9), and the offers listed on the websites are collected into 11 key and most significant features. Each competitor is examined for the provision or non-provision of the service — which gives a characteristic of both the competitive market and trends by competitor groups.

More details about each of them are in the summary table.



Groups of competitors

Market research: competitors

Groups of competitors

To study the Brand against the background of competitors, it is worth looking at the market as a whole (highlighting trends and patterns) and comparing the Brand with various groups of competitors.

The local competitors was splited into 3 groups for comparison and analysis:

I. Strongest

Well known companies with significant market share — the players which couldn't be ignored;

II. Fast growing

Pretty young companies showed fast and aggressive growth can provide an information about actual trends, audience needs and best marketing and business tools;

III. Similar goals and target audience

Most related companies: old, strong and stable, well known, with similar actual visitor portrait and common UPS's.

Strongest	Fast growing	Similar positions
Competitors 2, 3, 7, 37	Competitors 9, 14, 32	Competitors 1, 4, 16, 21, 29

Groups of competitors: strongest

Market research: competitors

Strongest

Company	Share \$, %	Subscribtion	24 h	Same day delivery	Real ready made bouquets	Individual order	Loyalty program	Affiliate program	Eco friendly	Mobile app	Reminder (calendar)	B2B partnership	UPS
Brand	28,02%	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	Fresh flowers, lo
Competitor 2	9,41%	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Reliable and wel
Competitor 3	6,38%	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	Friendly and cus
Competitor 7	3,69%	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	Offers same-day
Competitor 37	3,97%	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	Partners with loc

https://docs.google.com/spreadsheets/d/1df5NFCRYM8_Pt88_3rV4mBGWx7pKS17QISc06aJqPyE/edit?usp=sharing

Important thesises from the market researches:

- Despite the fact that Brand takes more than a third of all search traffic, the strongest competitors work better with search
- The Brand stands up well to competition on all key points except the mobile app
- The strongest competitor in the sample is the only one that offers customers a subscription service for flower delivery
- Owners and TOP Managers of that companies is taking about 1-2 publications in different media every month
- Nobody from that group are offering ready bouquets for sell

Company	Sources						
	Direct	External	Search	Mail	Paid S	Ads	Social
Brand	20,53	2,59	55,01	4,04	13,28	1,09	3,45
Competitor 2	15,03	5,19	59,86	1,8	14,8	1,38	1,94
Competitor 3	13,74	3,24	10,9	6,33	58,07	3,33	4,39
Competitor 7	11,54	1,32	59,82	4,52	10,98	10,3	1,51
Competitor 37	12,45	3,34	82,26	0,56	0	0	1,4

Groups of competitors: fast growing

Market research: competitors

Fast growing

Company	Share \$, %	Subscribtion	24 h	Same day delivery	Real ready made bouquets	Individual order	Loyalty program	Affiliate program	Eco friendly	Mobile app	Reminder (calendar)	B2B partnership	UPS
Brand	28,02%	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	Fresh flowers, lo
Competitor 9	1,54%	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	Implements a ca
Competitor 14	1,39%	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	Provides a persc
Competitor 32	1,36%	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Implements a su

https://docs.google.com/spreadsheets/d/1df5NFCRYM8_Pt88_3rV4mBGWx7pKS17QISc06aJqPyE/edit?usp=sharing

Important thesises from the market researches:

- All fast-growing (young but already popular) competitors have introduced subscription delivery services
- Competitors in this category actively use guerrilla marketing and media
- Everyone has loyalty programs and mobile apps
- Competitors in this category also focus on eco-initiatives, custom bouquets and personalization

Company	Sources						
	Direct	External	Search	Mail	Paid S	Ads	Social
Brand	20,53	2,59	55,01	4,04	13,28	1,09	3,45
Competitor 9	28,41	7,65	33,98	3,25	25,27	0,57	0,87
Competitor 14	21,9	14,16	11,94	4,12	45,34	1,66	0,88
Competitor 32	17,22	13,14	11,49	1,14	46	4,5	6,52

Groups of competitors: similar

Market research: competitors

Similar goals and target audience

Company	Share \$, %	Subscrip tion	24 h	Same day delivery	Real ready made bouquets	Individual order	Loyalty program	Affiliate program	Eco friendly	Mobile app	Reminder (calendar)	B2B partnership	UPS
Brand	28,02%	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	Fresh flowers, lo
Competitor 1	2,32%	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Personalized flor
Competitor 4	1,31%	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Guaranteed fres
Competitor 16	3,60%	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Offers a subscrip
Competitor 21	2,30%	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Fastest delivery
Competitor 29	3,24%	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Provide same-da

https://docs.google.com/spreadsheets/d/1df5NFCRYM8_Pt88_3rV4mBGWx7pKS17QISc06aJqPyE/edit?usp=sharing

Important thesises from the market researches:

- Competitors in a similar position to the Brand have common features: lack of subscription delivery services, eco-initiatives, reminders (customer events calendar) and other personalization and user experience tools
- Unlike each of them, the Brand already has connections and a reputation among B2B partners, which gives it an advantage
- Also, competitors from this group are inferior in terms of 24-hour or express delivery options

Company	Sources						
	Direct	External	Search	Mail	Paid S	Ads	Social
Brand	20,53	2,59	55,01	4,04	13,28	1,09	3,45
Competitor 1	18,19	5,03	74,38	1,23	0	0	1,17
Competitor 4	17,07	44,6	18,97	3,51	14,56	0,49	0,81
Competitor 16	24,07	3,51	58,76	6,23	6,64	0	0,78
Competitor 21	11,93	1,69	82,88	1,51	0	0	2
Competitor 29	19,72	13,23	25,81	3,13	32,04	3,77	2,3

Marketing strategies and traffic sources

Based on the competitor data in the table, several key insights about marketing strategies and traffic sources in the flower delivery market emerge:

- **Diverse Digital Marketing Approaches:** Competitors utilize various online channels, with social media, search engines, and direct traffic being significant sources. This indicates a need for a multi-channel digital marketing strategy.
- **Social Media Significance:** Many competitors show high social media traffic percentages, suggesting that platforms like Facebook and Instagram are crucial for customer engagement and acquisition in this market.
- **Search Engine Optimization (SEO) Focus:** High organic search percentages for some competitors highlight the importance of robust SEO strategies to increase visibility and attract potential customers.
- **Email Marketing Effectiveness:** Several competitors show notable email traffic, indicating that email marketing remains a valuable tool for customer retention and repeat purchases in the flower delivery industry.
- **Referral Traffic Potential:** Varying levels of referral traffic across competitors suggest opportunities for partnership marketing and affiliate programs to expand reach and credibility.

These insights emphasize the need for a comprehensive, multi-faceted marketing approach in the highly competitive flower delivery market, with a strong focus on digital channels and customer engagement strategies.

Pre-SWOT

Market research: competitors

Pre-SWOT

Based on data on competitors' preferences, rates and instruments, the following company position can be identified in the market:

Internal

Strengths

1. Resources: largest market share, turnover and budgets
2. Best offers from suppliers
3. Large client base
4. Good reputation
5. Diverse product range

external

Weaknesses

1. Possible lower brand recognition compared to established competitors
2. Potential limitations in eco-friendly practices (as some competitors emphasize this)

Opportunities

1. Implement a loyalty program (as seen with Competitor 49)
2. Develop a subscription service for regular deliveries (similar to Competitor 46)
3. Expand into rare and exotic flower markets (like Competitor 50)
4. Enhance online customization options (following Competitor 47's model)

Threats

1. High competition in the flower market (evident from the number of competitors)
2. Varying customer loyalty across different competitors
3. Potential price wars (based on different pricing strategies observed)
4. Rapid market changes and evolving customer preferences

Insights and conclusions

Market research: competitors

Insights and conclusions

- **Diverse Strategies:** The market shows a wide range of approaches, from subscription services to eco-friendly practices, indicating a need for differentiation.
- **Online Presence is Crucial:** High web traffic and engagement metrics across competitors underscore the importance of a strong digital presence.
- **Customer Loyalty Focus:** Multiple competitors emphasize loyalty programs and personalized services, suggesting customer retention is a key factor for success.
- **Niche Markets:** Some competitors focus on rare and exotic flowers, indicating potential in specialized segments of the market.
- **Sustainability Matters:** Eco-friendly practices are becoming a differentiator, with some competitors emphasizing sustainable sourcing and packaging.

These insights highlight a competitive and diverse market where innovation, customer experience, and sustainability play significant roles in capturing market share and ensuring growth.

Recommendations: next steps

Market research: competitors

Recommendations: next steps

Next deeper researches

- Federal market overview
- Deep market research (industry statement)
- UX/UI features of competitor's apps
- Deeper SWOT analysis with a focus on refined strategy and goals
- Real customer's opinions and needs (CustDev + reviews)
- Customer preferences for subscription models vs. one-time purchases
- Impact of eco-friendly practices on consumer buying decisions
- Effectiveness of loyalty programs in the flower delivery market
- Market demand for rare and exotic flower varieties
- Influence of social media marketing on customer acquisition and retention

Hypotheses: strategies for Development*

- Develop a hybrid model combining subscription services with customizable one-time purchases
- Invest in sustainable packaging and sourcing to appeal to eco-conscious consumers
- Expand product range to include rare and exotic flowers, targeting niche markets
- Create a robust loyalty program with tiered benefits to encourage repeat purchases
- Dive into a media space

**Have to be checked with additional deep researches*

Options for Research

Here are various options that can be selected when placing an order:

List and amount of Competitors	<ul style="list-style-type: none"> • 1-5 companies (have to be provided by Client) or • up to 50 companies (the most important could be provided)
List of data and important features	<p>At least one from:</p> <ul style="list-style-type: none"> • Web data (similarweb.com); • Marketing data (traffic sources, similarweb.com); • UPSs (companies' websites); • Features (only "yes" or "no", companies' websites)
Business models review	<p>If needed:</p> <ul style="list-style-type: none"> • referral programs; • loyalty programs; • ways of monetisation and conditions; • main business model; • discounts; • features details and conditions; etc
Analysis, Insights and Conclusions	<p>Conclusions from taken data; List of Insights; Text overview of taken dataset</p>
Form of representation	<ul style="list-style-type: none"> • Table with data + short PDF instruction or • Table + presentation (in my default style) in .pdf and .key
NDA	<ul style="list-style-type: none"> • Open to publishing everywhere (only the Client's name and company's goals will be hidden) or • Totally closed to any publishing

Milestones

Market research: competitors

Milestones



Acceptation of the list of competitors



First step — list of found competitors (in case if you choose “up to 50” option). You can add other or remove someones on this step.



Acceptation of the features list



You approve the list of features that I deemed important. At this stage, you can add additional ones (there can be no more than 10 in total).



[WORKING] Data parsing, scraping and preparation



Acceptance of work



Fixes (2 times). DONE!