

1) Perfect Garden

The business idea is a website that embraces garden design. The merchandises will be of good quality for reasonable prices. Such as furniture, parasols, garden sails, windscreens, heaters, plants, trees and decorative items (stones, pots, lights...) It will be like an encyclopaedia in plants and gardening tips.

The store will deliver all over the country, and a landscape architect will be available for designing your outdoor space.

The target group is whoever that owns a garden. The customers that know what they want can get it in the web shop, and the customers who do not can get help and advice from the architect and buy the items in the web shop.

Other suppliers, like fences, stone and masonry, can buy space to advertise or place their link on the page.

Webpage: <http://perfect-garden.webnode.com/>

Task 2A:

ASSIGNMENT-2

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<http://perfect-garden.webnode.com/products/about-perfect-garden/>

1. Concept: (Is the idea interesting? Is the value proposition appealing?)

The idea is interesting because the website deliver landscape-architects who can meet the
And make suggestions how the garden can be improved.

I couldnt find the value proposition here, but believe that perfect-garden have services that
other web sites for plants doesnt have, like landscape architechs who can design the perfect
What differs this site from other can be that they cooporate with other companies in the
business and can offer complete garden facilities like like fences, stone and masonry
together with partners.

They also offer furniture, parasols, garden sails, windscreens, heaters, plants, trees and
decorative items (stones, pots, lights...) from their webshop. The merchandises will be of
good quality for reasonable prices

2. Innovation: (How novel/new the idea is; use search engines find out if a similar idea
has already been implemented)

Plantasjen.no is a store thats both brick and mortal and has a webshop where you
can buy plants and different garden tool. But i can find any that offers landscape arcitects as
part of their business.

3.Execution: (Can this idea be implemented?)

Yes this idea can easy be implemented since you aready you have simelar web shops
for plants and garden tools. Since they also work together with partners whitch can
offer diffferent garden products, so this way they can have a link to their respective
web sites they can work together to the best for customers, who will make their
garden new.

4. Financing: (If you had money, would you be willing to invest in this business, does the idea have potential to generate profit?)

I would maybe be willing to invest in this business because this web shop works together for the best for the customer. They should be absolutely have potential to generate profits, because this cooperation are working for the best for the customer to make the perfect garden.

5. Profile: (How would society receive this business? Does it contradict any

I believe the society will embrace this idea. The combination of brick and mortar with their partners and a good web-shop where customer can buy garden facilities. It doesn't constrict any ethical standard.

Rank of the business idea.

About ranking the business idea I believe this could be a business to start. Compared to other flower/plant web shop, perfect-garden can offer a lot more than just gardening

But also they cooperate with other garden stores which is brick and mortar stores.

I would rank this idea like 4 out of 6 points and will suggest that this business idea could make profit and be good web-shop.

Since this is a web shop, customers can buy online and get sent their new plants and flowers by post, or delivered by car.

Perfect-garden will be like an encyclopaedia in plants and gardening tips, and offers good