

Competitive Analysis

Ann Arbor Flowers

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Executive Summary

This competitive analysis was conducted as part of Ann Arbor Flowers website design. The goals of this analysis were to identify the content and functionality at competing websites, both to inform the design as well as better understand areas for competitive advantage.

The competitor websites examined were:

- NortonsFlowers.com (local competitor)
- UniversityFlowerShopAnnArbor.com (local competitor)
- FTD.com (national competitor)
- 1800FLOWERS.com (national competitor)

The analysis revealed a core set of content that was covered by all the websites, as well as unique content only available at a single competitor website. The Website Content section provides additional details concerning the information available at those competitor websites.

Examining the wide variety of website functionality that is offered by the competitors also raises a number of possibilities for the new website. Notable among that functionality was:

- An online shopping cart for ordering flowers and gifts.
- Large product photo galleries with examples and variations of flower arrangements.
- Email mailing list for receiving special offers and promotions.
- Products organized by occasion and holiday.
- Gourmet foods and other gifts.

The analysis documents additional areas of functionality, while providing further details about the items mentioned previously.

Website Content

Content found at multiple competitor websites:

- Both cut floral and living plants offered.
- Preserved or silk flowers.
- My Account login area.
- Email mailing list for receiving special offers and promotions.
- An online shopping cart for ordering flowers and gifts.
- Non-floral gifts
 - Fruit baskets
 - Gourmet foods
- Product photo galleries and examples of flower arrangements.
- Contact information including customer service reachable by email and Toll Free number.
- Coupon and promotional codes posted.
- Daily or seasonal specials.
- About the company and history.
- Store hours.
- Geographical areas served.
- Corporate gift program.
- Personalized vases.
- Luxury, Premium, or Lavish collections highlighted.

Content found at only one competitor website:

- Mobile phone app for ordering and sending flowers.
- Gold membership program, annual fee for free shipping and benefits.
- Name Brand Floral
 - Better Homes and Gardens
 - FTD College Rose Collection
 - FTD Color Your Day
 - FTD Floral Jewels Birthstone Collection
 - FTD Luxury Collection
 - FTD Zodiac Collection
 - Jane Seymour Silk Botanicals
 - Passion Growers
 - Ultimate Roses
 - Vera Wang Flowers
- Specialty gifts from other 3rd and Trademark brands.
 - 1800baskets.com
 - Baccarat Crystal
 - Celebrations
 - Cheryls
 - Eli's Cheesecake
 - Fanie May Berries
 - Finestationary.com
 - Fruitbouquets.com
 - Ghirardelli Chocolates

- Godiva Chocolates
 - Golden Edibles Chocolates
 - Frank Lloyd Wright Collection (jewelry)
 - Harry London Gourmet Chocolates
 - Hearts Eternal (jewelry)
 - Lindt Chocolates
 - Mrs. Fields Cookies
 - MLB Collection
 - Message in a Bottle ™
 - Nambe
 - Natures Flora Preserved Decor
 - Napa Connection
 - Orrefors Crystal
 - Rogaska Crystal
 - Smithsonian Orchids/Plants
 - Starbucks Coffee & Tea
 - Steuben
 - Stockyards – World’s Finest Steaks & Chops
 - The Gift
 - The Popcorn Factory
 - USO Collection
 - Waterford & Wedgwood
 - Winetasting.com
- Jewelry
 - Necklaces & Pendants
 - Earrings
 - Bracelets & Cuffs
 - Rings
 - Mens Jewelry
 - Key Chains, Boxes & Pens
 - Birthstones
 - Frank Lloyd Wright Collection
 - Hearts Eternal

Policies, terms, and statements:

- Privacy policy.
- Delivery shipping policy.
- Substitution policy.
- Security statement.
- Terms of use statement.

Other Miscellaneous Content:

- Investor relations.
- Partners.
- Affiliate program.
- Media and press release area.
- Social and environmental practices detailed.
- Employment and jobs area.

- Funeral/Sympathy advisor service.
- Meaning of flowers.
- Send flowers by the month or bouquet of the month club.

Types of navigational support provided:

- Website search engine
- Site Map
- Category Shopping
 - by Flower Type
 - by Special Occasion or Holiday
 - by Price Range
 - by International Delivery
 - by Color
 - by Delivery Time Frame
 - by Name Brand

Search and Navigation Functionality

This section details the capabilities of site search engines and other navigational support.

	NortonsFlowers.com	UniversityFlowerShopAnnArbor.com	FTD.com	1800FLOWERS.com
Website Search (Keyword)	Y		Y	Y
Website Search (Advanced)				
Site Map	Y		Y	Y
Search Results Sorting by Price, Popularity, or Featured Special	Y		Y	Y
Category Shopping:				
by Flower or Plant Type Examples: Best sellers, Daisies, Lilies, Mixed bouquets, Orchids, Roses, Rainbow roses, Sunflowers, Tulips, Grown in America, Planet Friendly or Eco-friendly, Same day delivery, Dish garden, Flowering/blooming plants, Gardenia plants, rose plants, Bulbs, Bonsai, Trees,	Y		Y	Y
by Special Occasion or Holiday Examples: Anniversary, New Baby, Birthday, Congratulations, Get Well, Housewarming, I'm Sorry, Just Because/Make Someone Smile, Love & Romance, Retirement, Sympathy & Funerals, Thank You, Valentine's Day, Wedding Brighten Winter days, Prom/Homecoming, Christmas, Grandparents Day, Hanukkah, Secretaries Week, Easter, Father's Day, Sweetest Day, Thanksgiving.	Y	Y	Y	Y
by Price Range or Sale Item	Y		Y	Y
by International Delivery	N ¹		Y	Y
by Color			Y	Y
by Delivery Time Frame (same-day delivery)			Y	Y
by Name Brand			Y	Y
By Gift Idea Examples: For Him, Best Sellers, Balloons & Bears, Birthday, Fresh Fruit, Exclusives, Gift Basket, Jewelry, Spa Gifts, Sweets, Wine, Gift Cards, Cakes & Cookies, Candied Apples, Chocolate & Candy, Popcorn & Snacks, Chocolate Covered Berries, For Kids, Home décor, Wreaths.	Y		Y	Y

Y = Yes; the website contains that functionality.

¹ Although Norton's does not have specific products you can browse for International Delivery, there is a section of the website that describes an International Delivery service and to call for inquiry.

Extranets

This section details the use of extranet or 3rd party functionality used on the web site.

	NortonsFlowers.com	UniversityFlowerShopAnnArbor.com	FTD.com	1800FLOWERS.com
Blog				Y
Link exchanges with non-flower companies and partner organizations	Y		Y	
Facebook Page			Y	Y
Twitter Page			Y	Y
YouTube channel			Y	Y
Pinterest page			Y	Y
Google + page			Y	
Facebook integration for My Account login area				Y

Y = Yes; the website contains that functionality.

Additional Functionality

This section details other web site functionality.

	NortonsFlowers.com	UniversityFlowerShopAnnArbor.com	FTD.com	1800FLOWERS.com
Rewards program, earn points for rewards			Y	Y
Gift Cards	Y ²		Y	Y
Spanish and French language pages	Y ³			
Order delivery tracking and confirmation			Y	Y
Affiliate program application			Y	Y
Employment postings			Y	Y
Special form for entering Radio listener promotional code			Y	Y

Y = Yes; the website contains that functionality.

² Norton’s has a section for buying “Gift Cards”, however it is under construction and non-functional. They have a separate “Gift Certificate” area that is functional.

³ Norton’s web site features this functionality, however it is broken.