CHOOSII
STUDIO

Market, competitive & user research

STAKEHOLDER REPORT

Prepared for Jaisa, Owner & Founder

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August 2026

"It's not just about flowers. It's about atmosphere."

Repositioning a floral studio as a commercial design partner.

01 / EXECUTIVE SUMMARY

The opportunity is bigger than a prettier website.

Choosii has the aesthetic. The commercial buyer needs the proof. Three moves close that gap.

01

Operate and inspire

Pair editorial creative direction with operational proof: service structure, response expectations, and evidence of execution.

02

Build to forward

Give buyers something they can share with a manager, owner, controller or client when defending the vendor choice.

03

Make it reversible

Reduce recurring-spend risk with clear program options, a real starting point, and a visible pause path.

Source: executive summary and immediate actions, August 2026 report.

02 / SCOPE & EVIDENCE

What this report can tell us today.

Market and competitive context is researched. User understanding is still a hypothesis.

AREA	COVERED	EVIDENCE BASE	STATUS
Market	Metro Atlanta commercial hospitality	Public market and trade sources	RESEARCHED
Competitive	Five closest and adjacent vendor categories	Direct site review plus source checks	RESEARCHED
Buyer	Commercial decision structure	Working synthesis, not interviews	INFERRED
User	Personas, themes, journey	Synthetic design provocations	SYNTHETIC

STATUS No user interviews had been conducted at the time of this report. Personas and buyer themes must be validated before becoming design requirements.

Source: report methodology note and validation log.

03 / MARKET CONTEXT

Three forces create an opening.

01

Cost volatility

Tariff and wholesale price movement makes predictable-cost programs more valuable. Faux shifts from the cheap option to the predictable one.

02

A live Atlanta pipeline

New hospitality properties create dated windows when every vendor relationship is still being decided. No competitor positions around pre-opening.

03

Incumbents have access

Interior plant and decor companies hold contracts, insurance and building access, and can extend those relationships into floral rotations.

10%

reported Colombian cut flower tariff

16.8%

reported Ecuadorian combined rate

10–25%

wholesale price increases reported on fresh stock

40–50%

of hotel operating cost is variable spend, the first cut in soft quarters

Time-sensitive figures quoted from the August 2026 report. Re-cite with a date stamp before external distribution.

04 / MARKET MAP

Five service models. One strategic target.

	SERVICE MODEL	WHAT THEY SELL	POSITION
01	Contract corporate / hospitality	Recurring fresh rotation sold with business terms attached	TARGET BUYER
02	Design-led event studios	Project-based, wedding-anchored, expanding into commercial	CHOOSII TODAY
03	Interior plantscaping	Maintenance contracts and existing building access	INCUMBENT
04	Faux / permanent botanical	Install or seasonal refresh, sold on predictability	TAILWIND
05	Traditional retail florist	Gift, sympathy and smaller corporate work	LOW OVERLAP

CENTRAL PROBLEM Choosii sits in group two, trying to reach customers already buying group one programs. Group one competes on operational terms, not aesthetics.

Segments are a working structure, not an industry taxonomy.

05 / THE PATTERN

Roughly 600 reviews across five competitors.
Zero complaints about taste.

Every recorded complaint was operational: wrong item delivered, delivery instructions ignored, late arrival, unhelpful problem resolution, price not matching the result.

The most enthusiastic praise found anywhere in the set went to a competitor for handling a failure well, not for a beautiful installation.

Aggregated reading of public review corpora. Reviews were not systematically coded; treat as a strong directional pattern.

06 / COMPETITIVE LANDSCAPE

The category is quiet on commercial confidence.

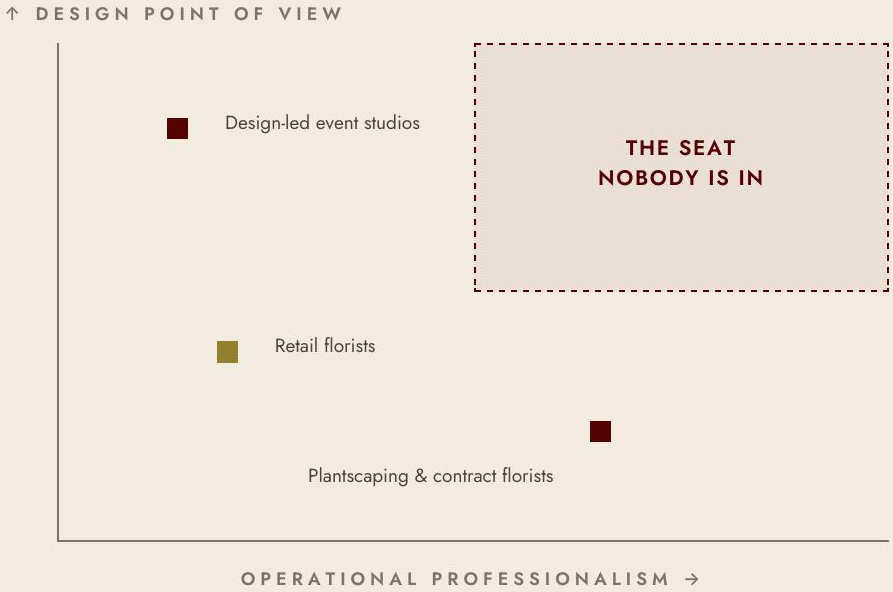
VENDOR	WHAT THE SITE SIGNALS	READ-THROUGH
Blooms of Dunwoody	Strongest published commercial client list; consumer gifting reputation; no pricing or terms	CREDIBILITY BENCHMARK
Foliage Design Systems	Hotels and lobbies on maintenance contracts; already inside the buildings	INCUMBENT ACCESS
Three Thirty Florals	Hospitality program page carrying entirely wedding copy underneath	CLOSEST DESIGN PEER
The Flower Shop ATL	Only competitor publishing NET 30 terms and consolidated invoicing	OPERATING SIGNAL
The Plant Peddler	Forty-year history; plant-life guarantee stated	TRUST SIGNAL

CATEGORY PATTERN Beauty is everywhere. Commercial specificity, pricing, guarantees and risk signals are not.

Direct website review. Company claims and client lists are self-reported unless otherwise stated.

07 / POSITIONING

Two corners are crowded. One is empty.



Positions are the analyst’s reading of five competitors in one metro, not a measured market map.

TERRITORY A

Taste and terms in the same place

Floral studios lead with aesthetics and publish nothing about how they operate. Plant companies lead with reliability and make no design argument. Not a compromise between the two: both, stated plainly, in the same place.

TERRITORY B

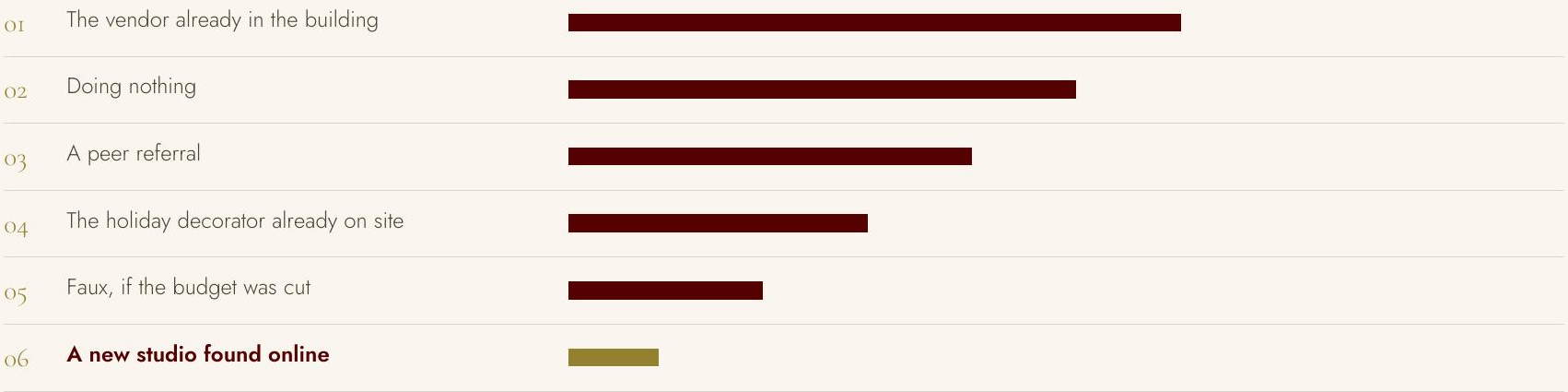
The buyer who has to defend the decision

Nobody writes to a professional who will have to justify this choice to an owner, a regional director or a controller. That buyer is not pictured anywhere in any competitor’s experience.

08 / BUYER BEHAVIOR

The website is part of the decision, not all of it.

Likely consideration order, ranked by how little effort each option requires from the buyer.



IMPLICATION Design for the internal-defense step, not only the moment of visual discovery.

Reasoned from budget structure and vendor proximity, not observed behavior. The single highest-value item for research to confirm or overturn.

09 / WORKING BUYER JOURNEY

Where confidence rises, and where it falls.

01	02	03	04	05	06
Need	**Discover**	**Evaluate**	**Defend**	**Inquire**	**Retain**
A space opening, refresh or event creates a floral need.	Referral, observation or proximity usually comes first.	Portfolio, relevance and credibility narrow the field.	The buyer needs evidence they can forward internally. This is the gap.	Process, timing and investment have to make sense.	Reliability drives renewal, expansion or replacement.

DESIGN QUESTION What proof, information or process signal is missing at each stage that keeps a qualified buyer moving?

Working model derived from the source report. Interview research is required to validate or overturn it.

10 / BUYER THEMES

Four hypotheses worth pressure-testing.

These are synthetic themes, not validated user findings.

01

The website is a background check

Discovery may happen through people. The site may be used to verify credibility before a buyer risks recommending a vendor.

02

They buy less to manage

Recurring service is valuable when it removes attention, not when it adds another thing to coordinate.

03

The buyer is a middleman

The person evaluating the vendor may need evidence they can hand to an owner, a controller or a client.

04

Unpredictability is the objection

Discretionary spend feels risky when budgets tighten. Buyers may need a graceful way to reduce commitment rather than cancel.

STATUS: SYNTHETIC Do not present as user evidence until the recommended buyer interviews are complete.

11 / WORKING PERSONA

A design lens to validate, not a finished persona.

Marisol Reyes

DIRECTOR OF OPERATIONS / TWO-PROPERTY INDEPENDENT HOSPITALITY GROUP

GOALS

One floral partner across both properties.

Hand off the aesthetic decision entirely.

Defend the line item internally without it sounding like decoration.

PAIN POINTS

Execution risk is hard to assess before committing.

Pricing never shows a floor, only a ceiling.

Nothing a vendor gives her is forwardable.

> *"Tell me the number, and tell me how I make it smaller if I need to."*

Synthetic persona. The quote was written by a language model and must never be represented as a participant quote. No photograph is used, because attaching a real face to a fabricated person compounds the misrepresentation.

12 / OPPORTUNITY AREAS

Three directions for the website.

Ordered by evidence strength.

01

The failure promise

A named, stated response protocol. What happens if an arrangement fails early, a delivery is missed, or a design misses the brief. No floral competitor offers anything comparable.

`Strongest evidence. Costs nothing to offer, expensive to break.`

02

Forwardable proof

Build the artifact the buyer sends to their boss. Distinct paths rather than anchors, scope in captions, one downloadable credential asset.

`Clearest gap between how these sites work and how the decision gets made.`

03

A program built to flex

Tiers that scale down rather than cancel. A pause option. A smaller footprint that survives a soft quarter.

`Grounded in budget mechanics, not buyer statements. Validate first.`

PRIORITY Start with operational credibility. It touches the most surfaces and is the cheapest to test.

13 / NEXT RESEARCH

Turn the strongest hypotheses into evidence.

	QUESTION
01	**Buyer discovery.** How do commercial buyers actually source and shortlist floral vendors?
02	**Decision evidence.** What do they need to justify a recommendation internally?
03	**Recurring work.** What makes ongoing floral service valuable, manageable and low-risk?
04	**Inquiry routing.** Do Commercial, Event and General match how buyers think about their needs?

RECOMMENDED STUDY

3–5 commercial buyer interviews

Prioritize hospitality and commercial buyers outside Jaisa's existing network. Add one contrasting buyer with a different purchasing pattern.

Before final wireframes, confirm platform capabilities, pricing, service radius and capacity.

14 / EVIDENCE CONFIDENCE

Stated plainly, so nothing here is over-read.

HIGH CONFIDENCE

Who competes in this market, how each positions itself, what each publishes, and the operational-not-aesthetic complaint pattern. Tariff rates, Atlanta's hotel ranking, and the operating-cost bucket florals sit in.

MODERATE CONFIDENCE

The plant-contract bundling risk, the budget-cycle behavior, and the consideration ordering. All three follow from documented structure rather than observed buyer decisions.

NOT ESTABLISHED

Market share, pricing, contract terms, and how Atlanta commercial buyers actually source floral vendors. No public data exists on any of these.

IMPORTANT LIMITATION No public review from a hotel, restaurant or property manager about floral service was found for any competitor. All available sentiment describes consumer gifting. Competitor ratings must not be read as evidence about commercial performance.

All client lists referenced are self-reported by competitors on their own websites and are not independently verified.

BOTTOM LINE

The next meaningful upgrade is not more desk research.

It is hearing how Atlanta commercial buyers actually make the decision.