



From Trend to Shelf -

Developing Products for Modern Consumers
(TGS-2026061358)

FLEURISTE

In search of the perfect bloom in Sunny Singapore

www.fleuriste.sg | 9068 5320

Introduction to Product Development

The focus of this course is on performance-based product decisions supported by data and commercial reasoning.

- Identify market trends and opportunities
- Define target customer segments
- Develop commercially viable product concepts
- Conduct costing and supplier selection
- Plan product launch strategies
- Evaluate sales performance and customer feedback

From Trend to Shelf
Day 1

From Trend to Shelf

Market Opportunity



Introduction to Market Opportunity

Understanding market opportunity involves three key steps:

- Identifying market trends
- Understanding customer demographics
- Selecting the most viable target market

Product developers must evaluate opportunities systematically rather than relying on personal preference.

What is a Market Trend?

A market trend is a sustained shift in consumer preferences, behaviours or purchasing patterns over time. Market trends may be influenced by:

- Lifestyle changes
- Technological developments
- Cultural or social attitudes
- Economic conditions

Understanding trends allows businesses to anticipate demand rather than react to it.

Sources of Market Trend Information

Businesses identify market trends through multiple sources:

- Customer Behaviour
 - Purchasing patterns
 - Customer feedback and reviews
- Industry Observation
 - Competitor launches
 - Retail or industry reports
- Social and Cultural Influences
 - Lifestyle changes
 - Social media trends
 - Shifts in consumer values

Common Market Trends

Several market trends commonly influence product development:

- Premiumisation
- Convenience-driven consumption
- Sustainability and environmental responsibility
- Personalisation and uniqueness

These trends reflect broader changes in consumer expectations and purchasing behaviour.

Customer Demographics

Customer demographics describe measurable characteristics of a group of customers. Common variables include:

- Age
- Income level / Purchasing power
- Occupation
- Gender
- Family Status (Single / Married / Kids)

These factors help businesses design products that match the needs of specific customer segments.

Market Selection

After identifying trends and analysing demographics, businesses must determine which market segment to target.

Product developers evaluate:

- Market size and demand potential
- Purchasing power of the segment
- Strength of customer need
- Level of market competition

The selected segment should represent the strongest commercial opportunity.

From Trend to Shelf

Product Strategy



Product Categories & Strategy

After identifying the market opportunity and target segment, businesses must determine how the product should be structured and positioned. Product strategy includes:

- Determining product category and positioning
- Structuring products across different value tiers
- Selecting the appropriate product development strategy

These decisions influence pricing, target customers and revenue potential.

What are Product Categories?



Entry-Level Product

- Accessible pricing
- Simplified features
- Higher sales volume
- Drives accessibility and volume



Mid Tier Product

- Balanced pricing
- Enhanced features
- Core revenue driver
- Generates stable revenue



Premium Product

- Higher price point
- Differentiated features
- Prestige positioning
- Strengthens brand perception and margin

What is New Product Development?

New Product Development (NPD) refers to the process of introducing a new product or modifying an existing product to meet identified market needs.

Product development decisions must be supported by:

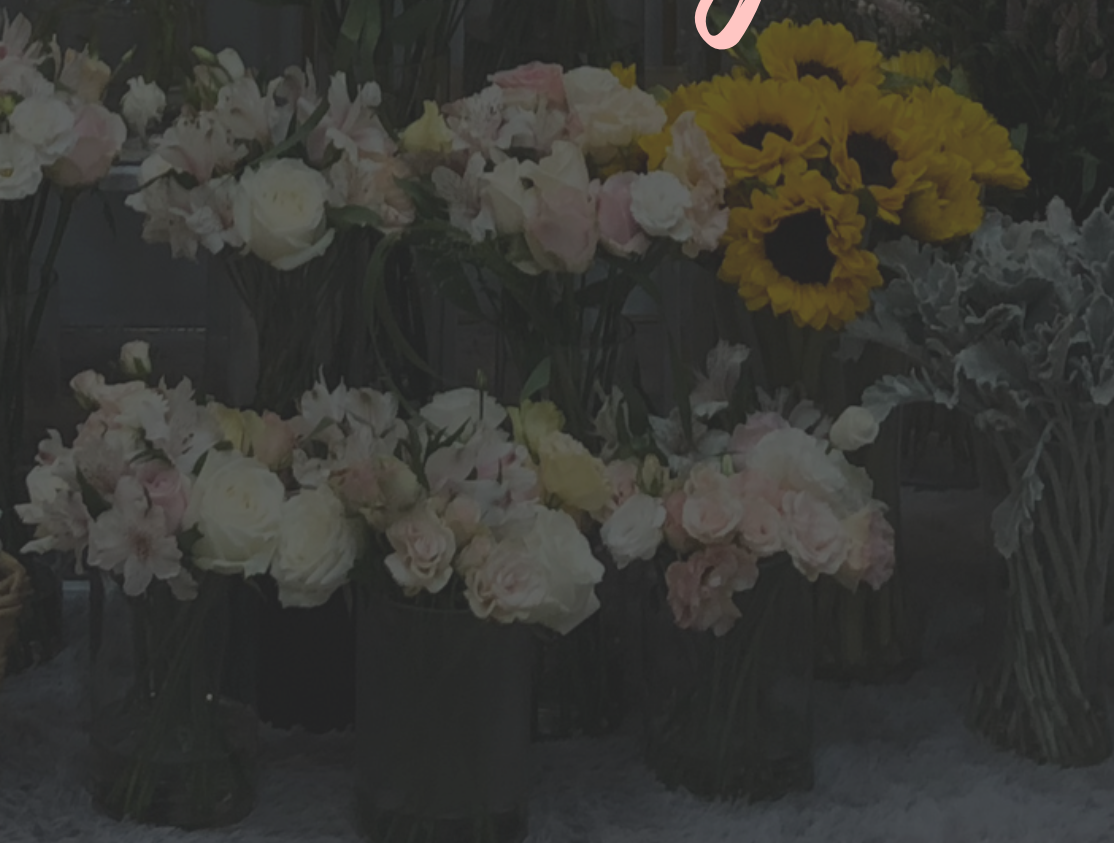
- Market trends
- Customer demand
- Commercial feasibility

New Product Development Strategies

New Product Introduction	Product Modification	Line Extension
Introducing a completely new product type or format.	Enhancing an existing product to improve performance or quality.	Expanding an existing product line with variations.
<ul style="list-style-type: none"> • Addresses an unmet market need • May target a new customer segment • Requires new sourcing or operational capabilities 	Possible changes: <ul style="list-style-type: none"> • Improved materials • Upgraded features • Enhanced packaging • Increased durability 	Examples of variations: <ul style="list-style-type: none"> • Different sizes • Different price tiers • New colours or designs • Seasonal versions
Highest Risk High level of change	Moderate Risk Moderate level of change	Low to Moderate Risk Lowest level of change
A bakery introducing a dessert jar line when it previously only sold wedding cakes.	A new smartphone model with improved camera and battery life.	A water bottle brand releasing new colours and sizes of an existing bottle.

From Trend to Shelf

Product Design



From Product Strategy to Product Design

In the previous section, we determined:

- The target market segment
- The product category (entry, mid-tier or premium)
- The product development strategy

The next step is to determine what the product should actually be. Product developers translate strategy into product design decisions.

This involves defining: **Product Features → Product Specifications**

Translating Strategy into Product Features

Product features should align with the target market and product positioning:

Product Positioning	Possible Features
Entry-Level	Basic functionality, simple packaging
Mid-Tier	Improved materials, better finishing
Premium	High-quality materials, luxury presentation

Product features must reflect the value level of the product category.

Product Features vs Product Specifications

Using the example of a bakery developing a premium cake:

Product Features	Describe the product concept	Focus on customer value	Premium, luxury celebration cake
Product Specification	Define the production details	Focus on technical requirements	<ul style="list-style-type: none">• 2 tiered cake with a 12 inch base & 8-inch top layer• Premium ingredients - Echire butter, Japanese Strawberry, Hokkaido flour• Rigid transparent 14inch diameter & 30inch tall cake box

From Trend to Shelf

Commercial Feasibility



What is Product Costing?

Product costing is the process of determining the total cost required to produce a product. It includes all costs involved in:

- Producing the product
- Packaging the product
- Delivering the product

Product costing ensures that products are financially viable before launch.

What Makes Up Product Cost?

Total product cost typically includes:

Material	Raw materials or components	Cost of flowers, wrappers, vase
Labour	Time required to produce	Man-hours taken to communicate, design, arrange, pack
Packaging	Presentation materials	Paper bags, boxes
Logistics	Delivery or transport	Supplier delivery, courier to customer
Overheads	Operational costs	Rental, utilities, website, systems
Others	Industry specific costs	Spoilage, wastage

Cost-Benefit Analysis

Cost-Benefit Analysis determines whether a product is worth producing and selling. It compares:

- Total Product Cost vs Selling Price and other Intangible Benefits

Product costing ensures that products are financially viable before launch. A product is viable in general when:

- Price exceeds cost (generates margin)
- Customers are willing to pay the price
- It aligns with brand positioning

Supplier Selection

Supplier selection involves choosing suppliers that can support product requirements and business operations. Some key considerations include:

- **Quality** – meets product specifications
- **Cost** – competitive pricing
- **Reliability** – consistent supply
- **Delivery** – meets timelines
- **Minimum order quantity** – suitable for demand

Supplier decisions involve trade-offs between cost, quality and reliability. Businesses may use multiple suppliers to reduce risk.

List of Wholesalers

1. Far East Flora
2. JM flowers
3. GG Fresh flowers
4. Sky floral
5. Greenhub
6. G flower wholesale
7. D'spring
8. Pudu Ria - direct delivery from JB, meaning lower prices!
9. Candy forticulture
10. Direct wholesale flower

Fresh Flowers Wholesalers



Far East Flora

557 Thomson Rd /
13 Clementi Rd

- Good variety of fresh flowers
- Reasonably priced
- Reasonably priced wrapping papers & ribbons



Jimei Flowers

5 Joan Rd

- Good variety of fresh & preserved flowers
- Reasonably priced
- Good selection of vases



GG Fresh Flowers

22 New Industrial Rd
#01-15/21

- Good variety of fresh flowers
- More pricey in general
- Good selection of all floral accessories
- Terrible for preserved flowers



Pudu Ria (Southern)

No 1 & 3, Jalan Permas 9/17,
Bandar Baru Permas Jaya,
81750 Johor Bahru, Johor

- Good variety of fresh flowers
- Cheapest in general
- Requires minimum 24 hours notice
- Bad delivery timing

Preserved Flowers Wholesalers



Lee Flora

LTC Building C,
#03-11, 14 Arumugam Rd

- Specializes in preserved & artificial
- Good quality flowers
- Reasonably priced
- Good selection of vases

Other sources of Preserved Flowers Wholesalers

- Most online platforms offer preserved flowers for sale (Lazada / Shopee / Taobao)
- These sources offer very reasonably priced preserved flowers
- Quality needs to be carefully vetted (reviews / sample testing)
- When purchasing flowers from taobao, shipping will need to be done outside their official logistics provider

Legislative & Compliance Requirements

Before launching a product, businesses must ensure compliance with relevant regulations and requirements. Key areas include:

- Product safety and quality
- Accurate labelling and information
- Supplier compliance and documentation
- Intellectual property (branding, design, content)
- Accurate marketing claims

Businesses should also implement controls to ensure:

- Correct product is delivered
- Specifications are followed
- Customer expectations are met

Brand & Launch



Brand Identity & Target Alignment

Brand identity defines how a product is positioned and perceived.

It includes:

- **Brand values** (e.g. premium, affordable, sustainable)
- **Visual identity** (e.g. design, packaging, presentation)

Product design must align with:

- Brand identity
- Target customer segment

Misalignment leads to weak positioning and low demand.

Brand Identity & Marketing Decisions

Brand identity influences key decisions:

- **Product** – features and presentation
- **Price** – premium vs mass-market
- **Place** – where the product is sold
- **Promotion** – messaging and channels




A consistent brand ensures a clear and cohesive customer experience.

Product - What Customers See

Customers decide based on what they see first. Your product photo & description sets the perceived quality & perceived value

Pdt Category	Photos	Description
Entry-Level	<ul style="list-style-type: none">• Clear, straightforward• Show exactly what they get• Minimal styling	<ul style="list-style-type: none">• Short, direct• Key details only• No unnecessary storytelling
Mid-Tier	<ul style="list-style-type: none">• Styled, more intentional• Show context (gift, usage, setting)	<ul style="list-style-type: none">• Features + benefits• Explain what makes it better• Slightly more detail
Premium	<ul style="list-style-type: none">• Clean, minimal, highly controlled• Focus on details, texture, quality• Less clutter, more space	<ul style="list-style-type: none">• Emphasise experience and craftsmanship• Fewer words, but more weight

Product - What Customers See

Pdt Category	Photos	Description
Entry-Level		Mixed flower bouquet in soft pastel tones. Approximately 20cm in size. Includes roses, fillers and greenery. Suitable for everyday gifting.
Mid-Tier		A garden-style bouquet featuring seasonal blooms in soft, romantic tones. Designed with a mix of roses, ranunculus and textured fillers for a fuller, more layered look. Perfect for birthdays and special occasions.
Premium		A refined composition of premium seasonal blooms, arranged with intention and balance. Each piece is designed to highlight the natural form and texture of the flowers. Created for moments that call for something considered and exceptional.

Place - Where the Product is Sold

Place must match product category and buying behaviour. Choose based on how much decision-making is required & how personalised the product is

Pdt Category	Where to sell?
Entry-Level	<ul style="list-style-type: none">• Website / marketplaces• Quick, low-friction purchase
Mid-Tier	<ul style="list-style-type: none">• Website + some consultation• Balance of convenience and choice
Premium	<ul style="list-style-type: none">• WhatsApp / consultation / in-store• Slower, more intentional purchase

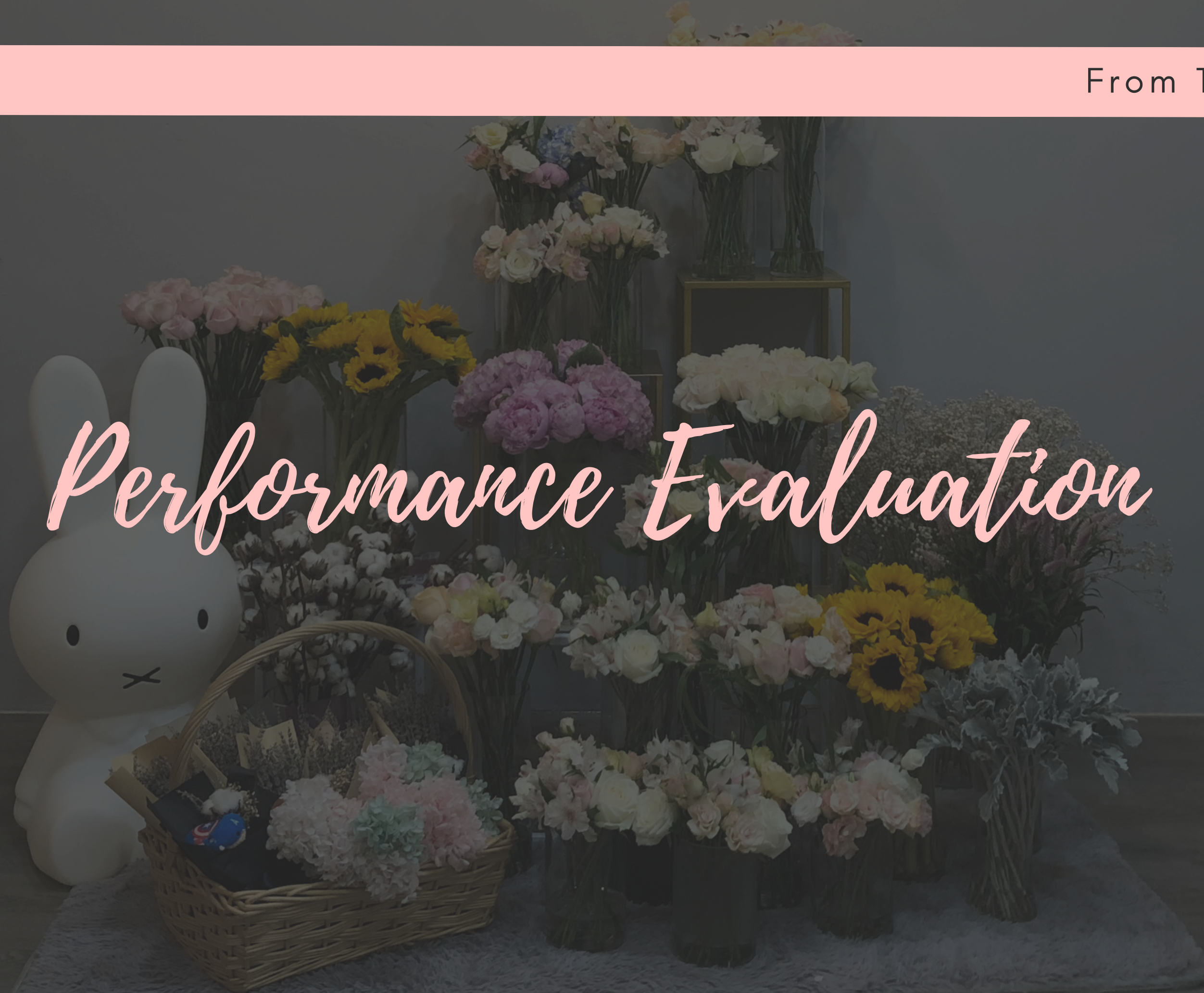
Promotion - Product, Customer & Behaviour

Promotion must align with product category (price point), target demographic & buying behaviour

	Entry-Level	Mid-Tier	Premium
Customer Behaviour	<ul style="list-style-type: none">• Younger, impulse• Scroll → decide fast	<ul style="list-style-type: none">• Occasion-based• Compares options	<ul style="list-style-type: none">• Intentional, selective• Needs trust
Channels	<ul style="list-style-type: none">• Tiktok	<ul style="list-style-type: none">• Instagram / Google Search	<ul style="list-style-type: none">• Facebook / Google Search
Mechanism	<ul style="list-style-type: none">• Frequent posts• Bundles / add-ons• Simple promos ("50 deal")	<ul style="list-style-type: none">• Occasion-led campaigns• Limited-time offers• Gifting angle• Influencer marketing	<ul style="list-style-type: none">• Portfolio-style content• Storytelling• Social proof (real clients, setups)

From Trend to Shelf

Performance Evaluation



Sales Performance Metrics

After a product is launched, businesses track sales performance to evaluate results. Common metrics include:

- **Sales revenue** – total income generated
- **Units sold** – level of demand
- **Average selling price** – pricing effectiveness

Sales data must be interpreted in context:

- High sales volume \neq high profitability
- Low volume products may still be high margin
- Different products serve different roles (entry vs premium)

Sales performance helps businesses decide whether to continue, adjust, improve or discontinue a product.

Product Lifecycle

Businesses collect customer feedback to understand how products are received. Sources include reviews and ratings, direct customer feedback, surveys and forms. Feedback is evaluated based on:

- Product quality
- Design and appearance
- Value for money
- Usability or practicality

Insights are used to:

- Improve product design
- Adjust features or specifications
- Refine pricing or positioning

Product Life Cycle

Products go through different stages over time:

Product Life Stage	Life Stage Description	Action
Introduction	Product launched, low sales	Increase awareness, collect feedback
Growth	Increasing Demand	Expand sales and operations
Maturity	Stable Sales	Improve or differentiate
Decline	Decreasing Demand	Redesign or discontinue

Appendices



Choosing Flowers to Purchase

Fresh Flowers

- Inspect flower for defects on petals
- Ensure that there are leaves on the stems, and that they are fresh
- Ensure that stems do not show signs of damage, such as the stem looking soggy, peeling skin or the stem being split in the middle

Preserved Flowers

- Inspect flower for defects on petals
- Ensure that flowers are intact – flip the box upside down to check
- Ensure that there is no water vapour on the plastic parts of the box, and that no part of the box is wet or stained

Conditioning Fresh Flowers

- Remove all thorns and leaves from the stems – too many leaves on the stem will compete for water with the flower
- Cut the ends cleanly and diagonally – this increases the surface area for which the flower can absorb water
- To bloom flowers – put the unbloomed flower in warm water and in a warm place



Caring for Fresh Flowers

- Minimize contamination of water
 - Ensure that there are no leaves in the water – rotting leaves will dirty the water
 - Change the water in the vase daily
 - Cut the stems as a thin skin forms over the cut end, preventing it from getting water
 - Add flower food for anti bacterial properties, or use bleach as an alternative
- Keep your flowers in a cool, dry & well ventilated location
- Minimize exposure to ethylene



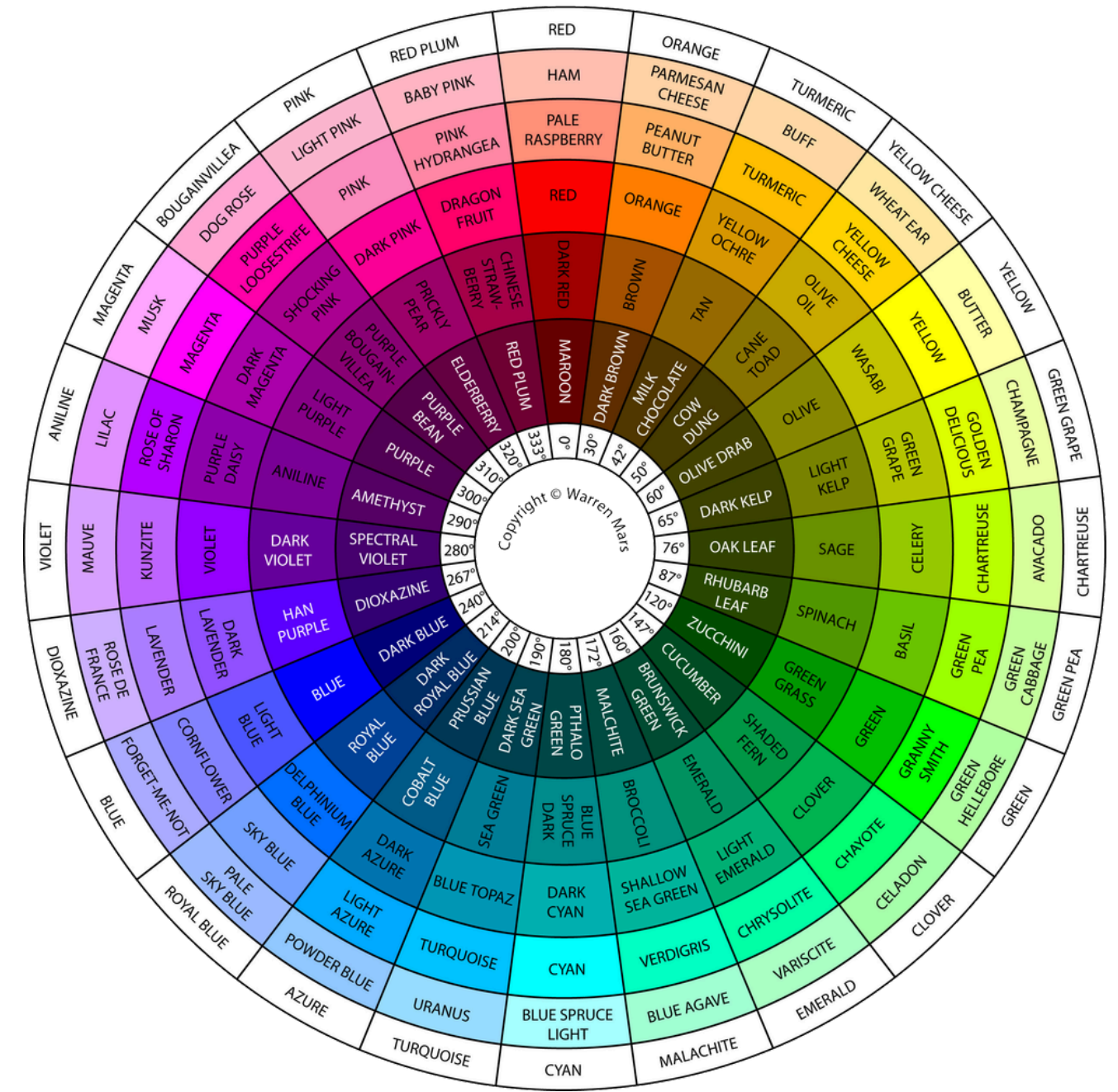
Caring for Preserved Flowers

- Ensure that your flowers do not get wet at all
- Tuck some silica gel packs into the arrangement
- Keep the flowers in a cool, dry and well-ventilated place away from direct sunlight



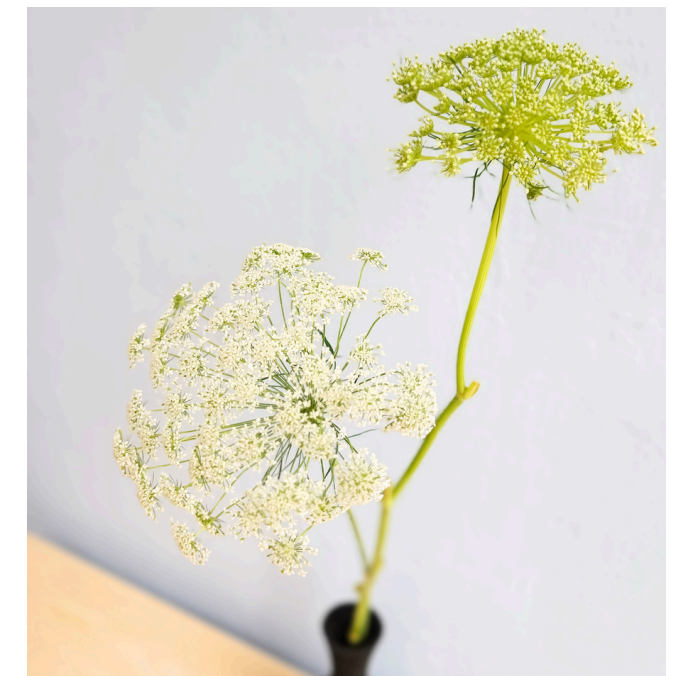
Colour

- Green & White - these are the harmonizers, and helps to bring together flowers
- Colours in the same family
- Adjacent / analogous colours - colours next to each other on the colour wheel
- Complementary colours - colours opposite each other on the colour wheel
- Polychromatic colour -
 - Pastel - softer tones, easier to mix and match
 - Bold colours - Use one or 2 main colours, and others as pops of colours



Size (of flower)

- **Large Flowers** - dominant players; usually the focal point of the arrangement
- **Medium flowers** - supporting flowers to bridge gaps, fill up space and for variation
- **Small flowers** - supporting flowers, usually for interest, or to soften the arrangement





Form (of flower)

- **Round Flowers** - dominant players; circular form draws the eye and gives it a focal point before moving on to the rest of the design
- **Line flowers** - bring colour or interest from outer limits down into design
- **Spray flowers** - supporting flowers for variation and interest or to soften the bouquet

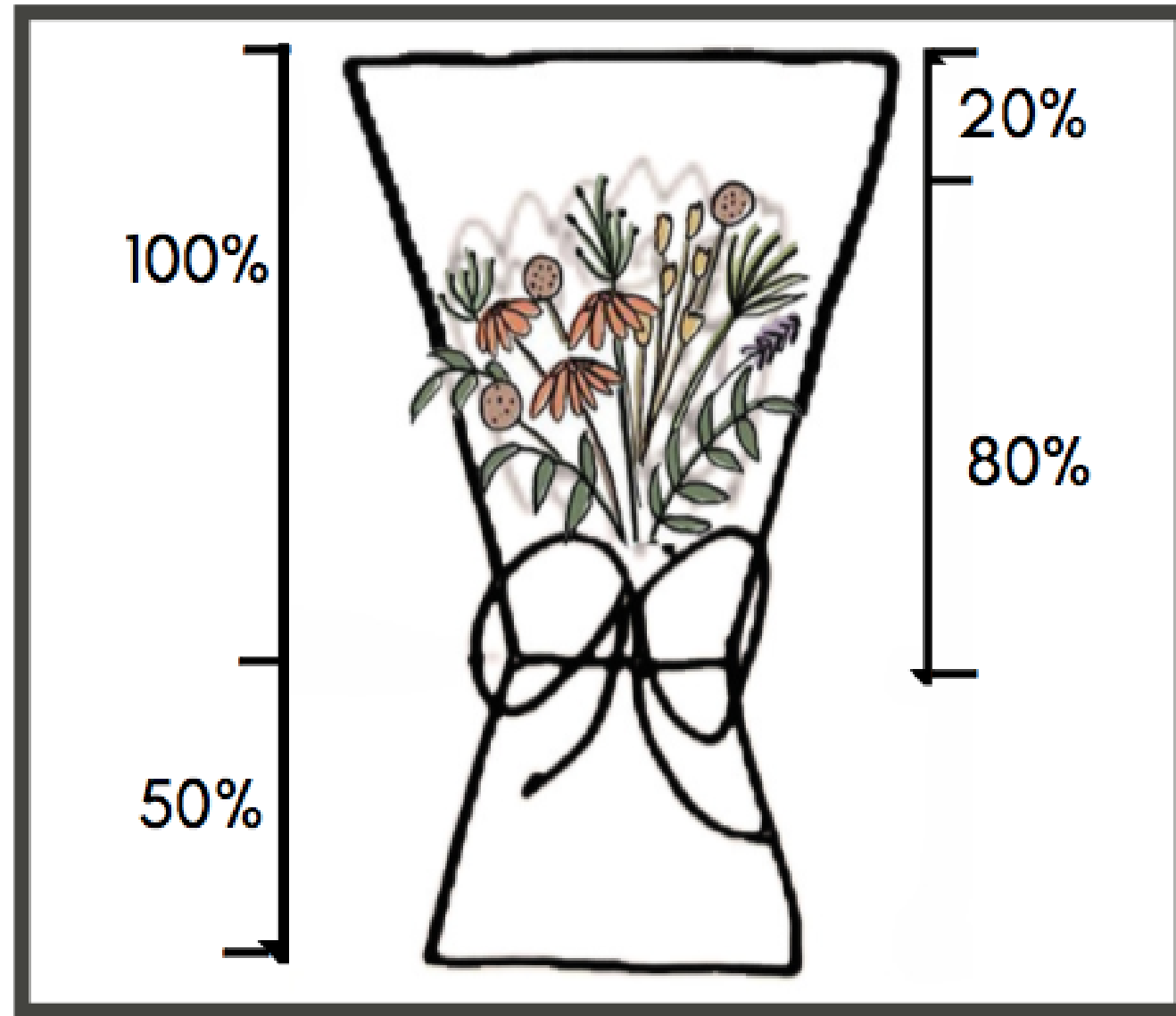


Texture

- **Smooth** - always include a smooth texture in every design to give a calm contrast. e.g. Roses, Hydrangea
- **Waxy** - e.g. Tulips, Monstera
- **Spiky** - e.g. Thistle (eryngium)
- **Downy** - e.g. Dusty miller (silver leaf)

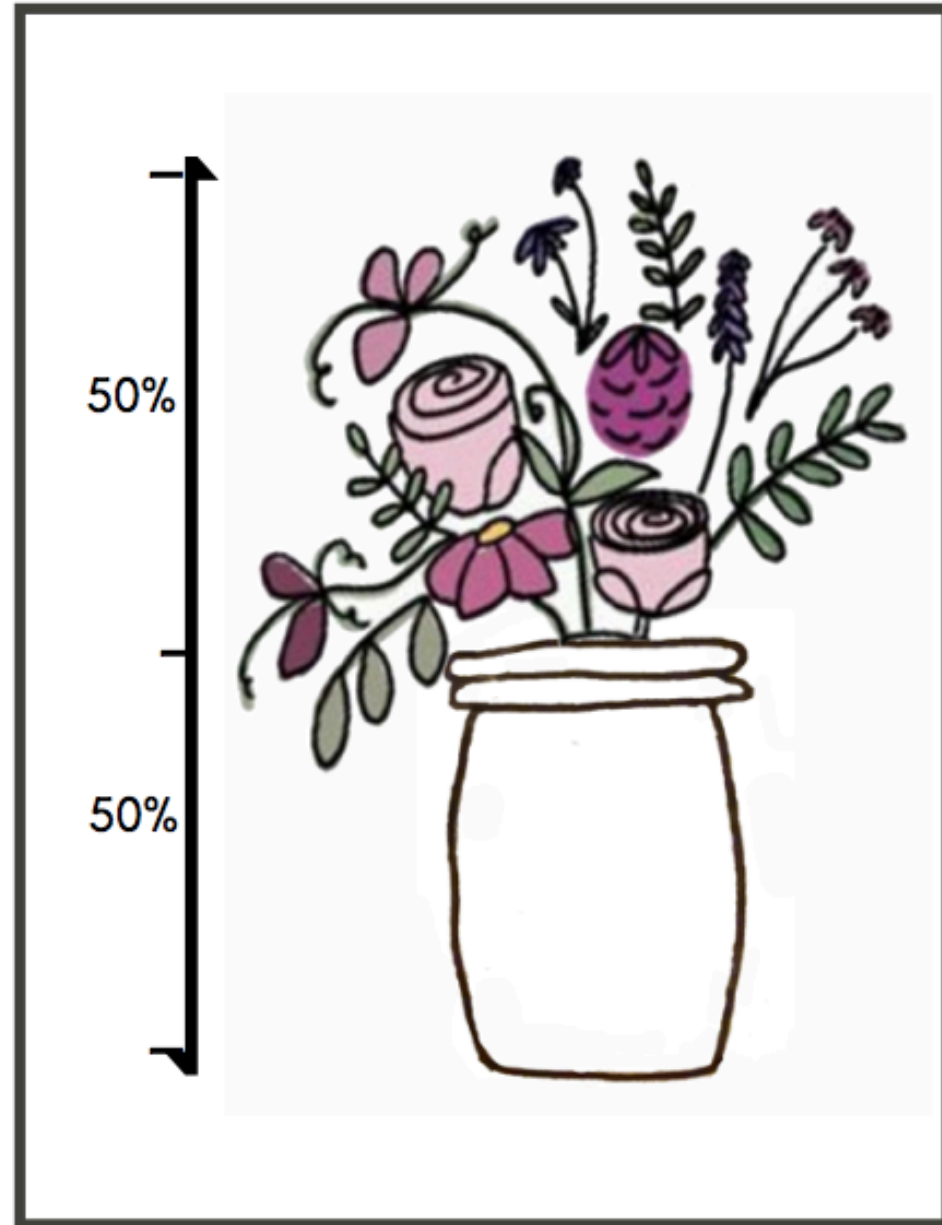


Scale & Proportion for Bouquets



- Wrapping makes all the difference for a bouquet and elevates it.
- When wrapping up a bouquet, 2 main ratios to take note of:
- Ratio of top vs tail - 2:1
- Ratio of flowers to wrapper - 80:20
- The use of too much paper will make the flowers appear smaller than they are.
- Too little paper will result in insufficient paper to frame the bouquet to make it pop

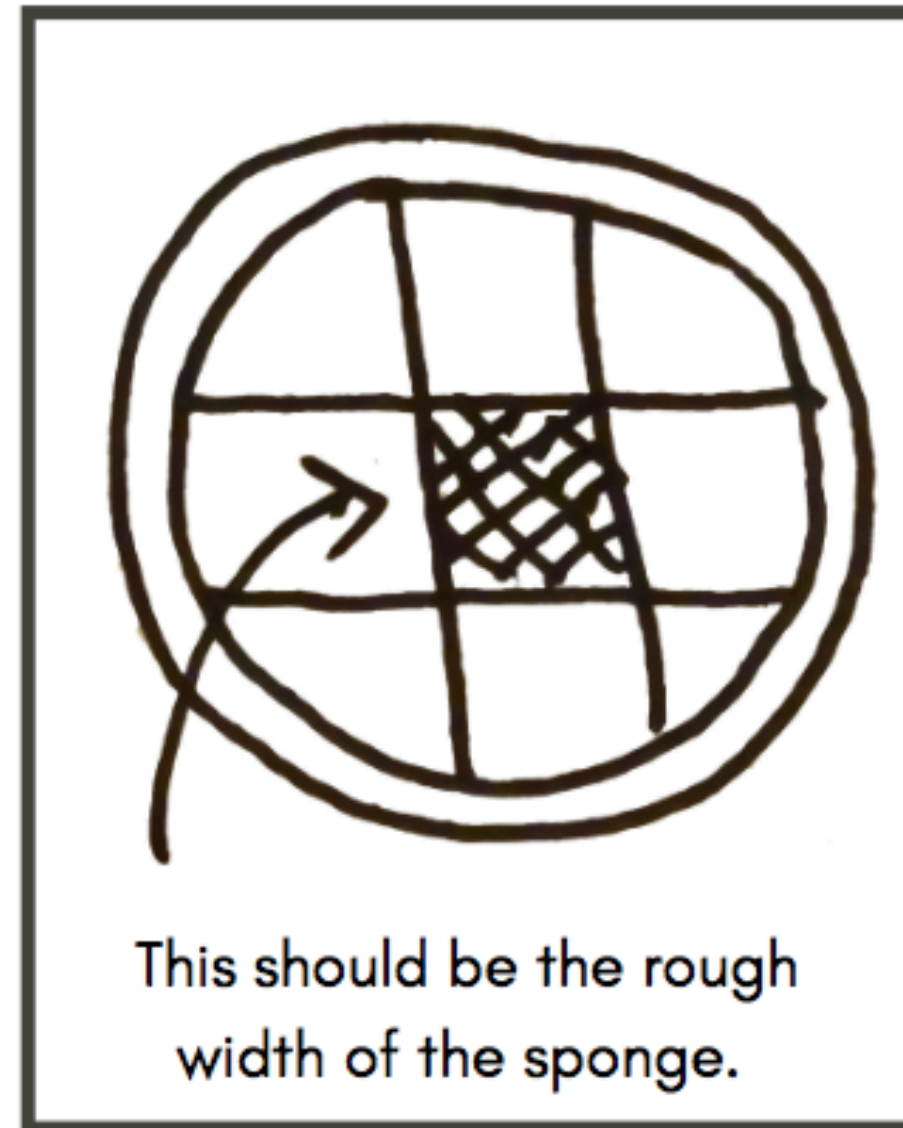
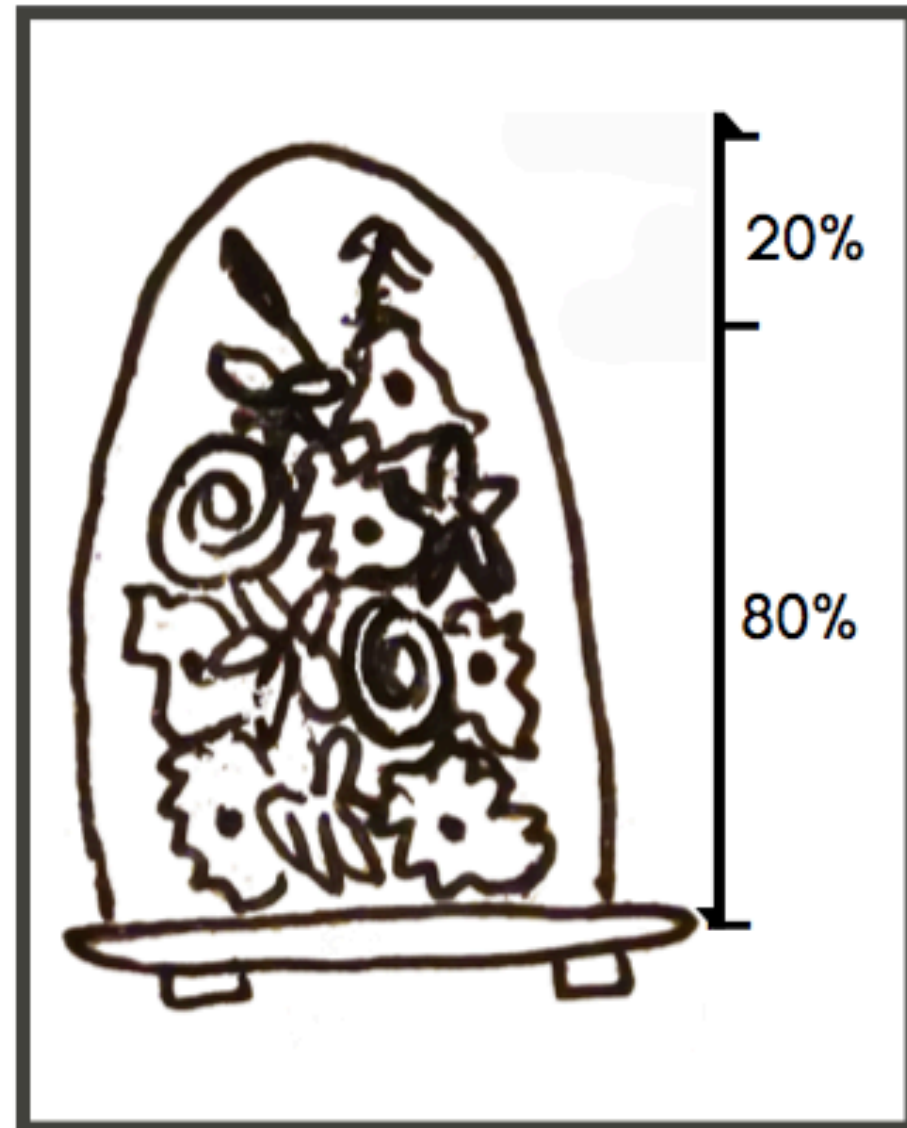
Scale & Proportion for Vase Arrangements



In general, we take note of the following ratio:

- Ratio of height of vase vs height of arrangement - at least 1:1
- Ratio width of vase vs width of arrangements - the total width of the arrangement should be maximum 3x the width of the vase
- Ratio of width of vase vs height of vase: 2:3 (e.g. 10cm wide & 15cm tall)

Scale & Proportion for Belljar



- In general, we take note of the following ratio for bell jars -
- The sponge core for bell jars should be $\frac{1}{9}$ the area of the inner circle, and approximately $\frac{1}{2}$ the height of the glass dome
- Ensure that there is approximately 15% empty space at the top of the arrangement for the flowers to "breathe"



Cutting Tools



Rose Dethorner



Adhesives



Floral Foam



Wires & Sticks



Chicken Wire



Floral Wires

Floral wires are numbered from #16 to #30

- The smaller the number, the thicker the wire, the better the support
- We usually use gauge #22 or #24 for wiring work
- Floral wires of gauge #22 or #24 can also be used to secure and weave foliage and moss into an arrangement