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**Sales of Artificial Flower – An internationalization plan for Naweida  
development of e-commerce activity in North America**

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Master in Applied Management

Supervisor:

Professor Luis Carlos da Silva Martins, Invited Professor

ISCTE-IUL

August, 2023



Department of Marketing, Operations and General  
Management

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## **Abstract**

This thesis aims to investigate the sales of artificial flowers by a Chinese cross-border e-commerce company on the Amazon platform. Thanks to the tremendous progress and widespread application of the global internet and social media, as well as the increasing popularity of big data information technology, cross-border e-commerce has experienced rapid development. Artificial flowers, known for their lifelike appearance, have gained increasing popularity among consumers. This research intends to explore the sales performance and trends of artificial flower products in the market through the collection and analysis of relevant sales data.

The research methodology is quantitative and descriptive, as it is based on numerical data from sales and demographics reports and aims to describe the patterns and trends observed over the past five years.

The findings reveal that selling artificial flowers on the Amazon North America platform is an important sales channel for the cross-border e-commerce company, and artificial flowers have shown strong sales performance in these markets. Based on the research findings, the thesis provides recommendations to help the cross-border e-commerce company improve its sales strategy on the Amazon North America platform. These recommendations encompass improvements in product positioning, marketing strategies, customer service, and supply chain management.

In conclusion, this thesis offers valuable market insights and strategic recommendations for the cross-border e-commerce company's sales of artificial flowers in North America. The study contributes to understanding the trends in cross-border e-commerce and the artificial flower market, providing practical guidance.

**Keywords:** Artificial flowers, Cross-border e-commerce

**JEL Classification:** M31, M11

## **Resumo**

Este artigo tem como objetivo investigar as vendas de flores artificiais por uma empresa chinesa de e-commerce transfronteiriço na plataforma da Amazon. Graças ao tremendo progresso e ampla aplicação da internet global e das redes sociais, bem como a crescente popularidade da tecnologia de informação de big data, o e-commerce transfronteiriço tem experimentado um rápido desenvolvimento. As flores artificiais, conhecidas pelo seu aspeto realista, têm ganho popularidade crescente entre os consumidores. Esta pesquisa pretende explorar o desempenho de vendas e as tendências do mercado de flores artificiais no por meio da recolha e análise de dados relevantes de vendas.

A metodologia de pesquisa é quantitativa e descritiva, uma vez que se baseia em dados numéricos de relatórios de vendas e demografia e tem como objetivo descrever os padrões e tendências observados nos últimos cinco anos

Os resultados revelam que a Amazon dos EUA é um canal de vendas importante para a empresa de e-commerce transfronteiriço, e as flores artificiais têm apresentado forte desempenho de vendas nesses mercados. Com base nos resultados da pesquisa, a tese fornece recomendações para ajudar a empresa de e-commerce transfronteiriço a otimizar sua estratégia de vendas na plataforma da Amazon dos EUA. Essas recomendações abrangem melhorias na posição do produto, estratégias de marketing, atendimento ao cliente e gestão da cadeia de abastecimento.

Em conclusão, este artigo oferece informações de mercado relevantes e recomendações estratégicas para as vendas de flores artificiais da empresa de e-commerce transfronteiriço nos EUA. O estudo contribui para a compreensão das tendências no e-commerce transfronteiriço e no mercado de flores artificiais, fornecendo orientações práticas para a melhoria da atividade da empresa.

**Palavras-chave:** Flores artificiais, Comércio electrónico transfronteiriço

**Classificação JEL:** M31, M11

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## **1. Introduction**

E-commerce and cross-border trade have undergone a transformative evolution in recent years, catalyzed by the rise of information technology and the widespread adoption of online shopping. This paradigm shift is particularly prominent in sectors like the artificial flower market, which has witnessed the convergence of traditional commerce and innovative cross-border strategies. This project seeks to dissect this dynamic landscape, exploring the multifaceted dimensions of e-commerce within the context of cross-border trade, specifically focusing on the artificial flower market.

As we delve into this complex domain, we will first navigate the evolutionary trajectory of e-commerce, drawing distinctions between conventional e-commerce and its cross-border counterpart. The advantages and challenges intrinsic to cross-border e-commerce will be dissected, highlighting its transnational essence, sustainability prospects, knowledge diffusion, and consumer convenience, while also addressing logistical intricacies, customs clearance, online payment systems, and promotional strategies.

Transitioning seamlessly into the realm of consumer behavior and purchasing patterns within the artificial flower market, we will scrutinize the driving factors behind online purchases. Aspects such as the quality of product descriptions, shipping costs, return policies, search convenience, and customer reviews will be examined for their influences on consumer decisions. Simultaneously, the interplay of product design, pricing, promotional tactics, quality, and customer service in shaping purchasing choices will be closely analyzed.

Turning our attention to the artificial flower market itself, we will outline its global and regional dimensions, projecting growth trajectories. While showcasing the burgeoning market in the United States, emphasis will be placed on the growth catalysts - including decorative applications, investments in landscaping, and interior design trends - alongside the challenges posed by fluctuating raw material prices.

Our exploration culminates in a comprehensive survey of current market trends and preferences, considering factors like product diversity, color offerings, and the

discerning preferences of professional consumers. Geographical segmentation takes center stage, with North America emerging as a prominent player due to import value and a high-income consumer base.

Having set the stage, we seamlessly transition to the methodology employed for data collection and analysis, leveraging both internal data from Amazon's seller center and external insights from diverse research sources. The subsequent panoramic view delves into the influence of political, legal, economic, social and cultural, and technological factors on the cross-border e-commerce landscape. A strategic competitive analysis sets the stage for insightful recommendations, equipping companies to navigate this intricate terrain effectively.

This thesis consists of 7 chapters. Chapter 1 describes the sets the stage for the thesis, highlighting its objectives and structure. Chapter 2 is literature review,Explores key topics including e-commerce and cross-border trade, consumer behavior in the artificial flower market, the artificial flower market landscape, and current market trends and preferences.Chapter 3 is Methodology, Discusses the research objectives, research methods, data collection, and data analysis techniques employed in this study.Chapter 4 is External Analysis. offering insights into the market, political and legal factors, economic factors, social and cultural factors, and competition analysis.

Chapter 5 is Internal Analysis. make the company overview, analysis of current sales issues, demographics analysis and SWOT analysis.Chapter 6 is Improvement Measures. Outlines specific measures and strategies, including expanding product lines, marketing enhancements, geographic targeting, strengthening e-commerce presence, collaborations, and marketing strategies.Chapter 7 is the conclusion of this thesis.

## 2. Literature Review

### 2.1 E-commerce and cross-border trade

#### 2.1.1 Definition and evolution of e-commerce

With the rapid development of information technology, the relevant meaning of cross-border e-commerce is also constantly improving. For now, domestic scholars tend to define cross-border e-commerce as the innovation and development of traditional e-commerce in settlement, logistics, payment, and other fields in order to adapt to cross-border trade and common development (Sun Lei, Wang Fang, 2015; E Libin, Huang Yongwen, 2014). The difference between cross-border e-commerce and traditional e-commerce is that, in addition to publicizing commodity information on the network information platform, the payment and transaction links of transaction entities in different countries can be carried out on the network platform. Many researchers usually regard cross-border e-commerce as a kind of cross-border e-commerce in the environment of big data and information technology, where different countries or regions conduct transportation, international payment, and trade with each other through platforms represented by information technology. (Kim, Dekker, 2017).

Cross-border e-commerce can be divided into two modes: import and export. These two modes have relatively large transaction scales. In addition, export cross-border e-commerce can be divided into two categories. There are two main operating models—online retail (including individual consumer) model and B2B (business-to-business) model.

Table 1 – E-commerce Categories

| Segmentation | Description                     |
|--------------|---------------------------------|
| B2B          | Business-to-Business E-Commerce |
| B2C          | Business-to-Consumer E-commerce |
| C2C          | Consumer-to-consumer E-commerce |

Source: Author, 2023

### **2.1.2. Advantages and challenges of cross-border e-commerce**

Cross-border e-commerce has the following advantages

#### Transnational scope

In any country and region in the world we can conduct commodity transactions on the Internet through e-commerce platforms. It is not affected by time, geography and national boundaries, so it can truly reflect commodity trading activities. (Xu mengmeng, 2016).

#### Sustainability

Compared with traditional international trade, cross-border e-commerce applies Internet technology, adopts advanced technical means and commodity business models, better realizes invisible transactions, and makes the commodity trading more sustainable for the environment. (Xu mengmeng, 2016).

#### Spread and low-cost access to learning

Commodity trading has become easier and faster. There is a wide availability of literature about cross-border e-commerce on the Internet, so the common people can easily access to technical content about this subject. (Xu mengmeng, 2016).

#### Convenience

Third, cross-border e-commerce makes better use of the convenience, transmission speed and communication functions of the Internet, thereby realizing electronic information transactions and bringing international trade activities to their own. In front of it, it is easier to realize the communication and exchange between the two sides of the transaction, which greatly facilitates the development of international trade work. (Xu mengmeng, 2016).

However, cross-border e-commerce faces several challenges.

#### Lack of perfect logistics channels and customs clearance process

Cross-border e-commerce adopts sea transportation with a long cycle and complicated customs clearance procedures. Therefore, cross-border e-commerce

without overseas warehouses will choose international express or air transportation. In this process, there are the following Problems: First, the cost of international express mail is expensive, and companies with imperfect logistics channels lose product price advantages; second, due to the low logistics delivery speed, buyers cannot obtain the ordered goods within the expected time, resulting in deviations in the entire shopping experience; third, It is the quality of logistics service that needs to be improved. The quality of logistics service mentioned here mainly refers to the damage of goods, which has a high probability of occurrence, and even the loss of raw goods has had a serious impact on the seller's sales performance. In addition, gray customs clearance refers to the lack of legal identity of goods entering the country without going through the normal customs declaration process, which has high security risks and does not comply with my country's laws and regulations. There are also cross-border trade disputes, because the entry of goods needs to go through cumbersome customs Checking procedures and paying additional fees have also become a financial burden on sellers and consumers, which has led to disputes. In addition, the customs did not approve the declaration of the goods, resulting in the inability of the goods to enter the country, and consumers could not obtain the ordered goods. (Dong zhishang,2015)

#### Lack of online cross-border payment system

The safety of technical payment, the core content of various trades, is directly related to the economic benefits of enterprises. Due to the imperfection of supporting systems such as foreign exchange supervision and taxation, my country's cross-border e-commerce lacks a sound online payment system. In addition, since cross-border e-commerce payment involves currency forms between different countries, it must be strictly Seeking settlement and sales of foreign exchange; cross-border e-commerce that mainly conducts online transactions has extremely high requirements for foreign exchange management, which increases the complexity of foreign exchange receipts and payments; Here comes a new challenge. (Zhong, Xiaoying, 2016)

### A single way of business promotion and traffic acquisition

After continuous development, cross-border e-commerce has gradually formed a trade mode that focuses on domestic and foreign third-party e-commerce platforms or builds its own independent e-commerce platform. In the initial stage of cross-border e-commerce, the best path for enterprises is to choose a third-party platform for transactions, make full use of the existing platform, and reduce the input of manpower, material resources, and financial resources. If the enterprise is strong or has developed to a certain stage, it can build its own electronic business website. However, no matter which method is used as a whole, the problem is that the business promotion and traffic acquisition methods are relatively single, which cannot meet diverse needs. (Zhong Xiaoying, 2016)

## **2.2 Consumer behavior and buying patterns in the artificial flower market**

### **2.2.1 Factors influencing consumer behavior in purchase online**

For an E-Commerce business enhancing the customer experience becomes the top priority, especially, when you look around and find your competitors strategizing towards their growth at an equally fast pace. Within that, the first step towards delivering a compelling customer experience is understanding the customer's buying behavior. The following factors potentially influence online shoppers' buying decisions (Roesch, 2018).

#### **Quality of Product Description**

For instance, the information about the product's dimensions, weight, material, can answer every question that comes the buyer's mind immediately. When Customers are highly informed they are accustomed to going deep into your product details once they like it. (Roesch, 2018)

### **Shipping Costs**

It may often turn out that a customer would decide not to buy the product after seeing the final payable amount. So, it is better they see the minimum shipping costs or rather a free shipping. (Roesch, 2018).

### **Return Policy**

Easy returns make the backbone of an online shopping business. In fact, a number of customers prefer buying stuff online considering the easy returns. Amazon, for instance, has managed to size up its sales by running a fantastic return policy. It asks the customers no questions, allows 30 days to decide about returns (Roesch, 2018).

### **Convenience in Searching Products**

The app's user interface plays a crucial role in influencing the buying prospects of your customers. A customer will likely leave the page or app if he is unable to find the relevant product within two search time. (Roesch, 2018)

### **Customer Reviews**

This is a really important factor affecting customers' buying decisions. Given the fact that customer reviews are genuine, new customers are very likely to consider this peer to peer feedback. These reviews are a valuable source of information about the customer experience and will help to improve e-commerce processes and interface in order to maximize sales. (Roesch, 2018)

### **2.2.2. Consumer Buying Decision**

Consumer buying decisions are consumer behavior in choosing or determining products to achieve satisfaction in accordance with their wishes and needs (Widjaja & Rahmat, 2017). Consumer buying decisions are important factors in determining the existence of the company. A company can continue to exist if consumer stimulation in deciding to buy products from a market gets a positive response from the market itself (Nasrul, 2020). Therefore, buying decisions are important things to consider because every company would want high consumer purchases of the products offered by the company. This condition surely will be balanced by the high intensity of the company in developing factors that are able to underlie consumers in buying the company's products (Hasibuan, 2017). According to a study made in 2021 (ISP Buntojo, 2021) shows that consumer buying decision based on the five factors: product design, price, promotion, product quality and service. This will further improve the results as a competitive advantage to ensure consumer buying decisions in an effort to increase sales and face competition.

## **2.3. The Artificial Flower Market**

The Global Artificial Flowers Market size was estimated at USD 8,290.14 million in 2022 and expected to reach USD 8,559.26 million in 2023, projecting growth at a CAGR of 3.38% to reach USD 10,818.11 million by 2030. (ReportLinker, 2020)

### **2.3.1. The Artificial Flower Market in US**

The latest market report titled “Artificial Plants and Flowers Market in the US by End-user”. The report predicts the market potential growth difference is likely to value USD 369.08 from 2020 to 2025. This comprehensive analysis report offers in-depth insights on various factors influencing the market to witness an accelerating growth momentum at a CAGR of 4%. (Technavio, 2022)

The growing use in decorative and aesthetic purposes is one of the key factors

likely to influence the artificial plants and flowers market growth positively in the US. Surging investments of consumers in gardens and landscaping, as well as interior decoration in the US, play a crucial role in the growth of this market. Furthermore, factors such as the growing disposable income of households; availability of several varieties of artificial plant options, ranging from tall trees to tiny succulents; and the increasing demand for enhancing outdoor aesthetics in the US will continue playing key roles in market growth.

Additionally, the increasing trend of interior designing is a major artificial plants and flowers market trend in US that is expected to have a positive impact in the coming years. Furthermore, a gradual increase in the female labor force will augment the interior designing trend in the US, which, in turn, will support the growth of the market in focus in the country during the forecast period.

However, the volatility in raw material prices will be a major challenge for the artificial plants and flowers market in US during the forecast period. Fluctuations in crude oil prices create an adverse impact on the prices of raw materials, affecting the costs of plastic products. Price volatility of polyester is another hindrance faced by artificial plants and flower manufacturers in the US. (ReportLinker, 2020)

#### **2.4. Current trends and preferences in the artificial flower market**

Artificial flowers are commonly used for the home & garden decoration purposes. People largely prefer to use artificial flowers over natural ones as they are long-lasting and are easily available in different colors and textures. Professional consumers such as gardens, hotels, and others largely seek to purchase fire retardant and weather resistant fake flowers for decoration purposes.

By geography, the global artificial flower market is segmented into North America, Europe, Asia Pacific, South America, and Middle East & Africa.

The European region is expected to dominate the overall artificial flower market owing to the large import value of the artificial flowers in countries such as Switzerland, the U.K., and Spain which results in the large consumption of such

products in the region. According to the data presented by the European Union, the import value of the artificial flowers in Switzerland reached nearly USD 1,33,736 in 2019. Additionally, the presence of a higher-income group of population in the region coupled with the rising festival celebration trends in the region is likely to support the further growth of the market in the region. (Market Research report, 2022).

### **3.Methodology**

#### **3.1. Research Objective**

The primary objective of this research is to develop an applied marketing plan that will enable the company to improve its ecommerce activity in the US market. We will start by analyzing the sales trends and demographics of customers purchasing artificial flowers over the past five years. This analysis will help in understanding the market trends, customer behavior, and the broader context of the sales data.

#### **3.2. Overview of Research Methods**

The research is primarily quantitative and descriptive, as it is based on numerical data from sales and demographics reports and aims to describe the patterns and trends observed over the past five years.

#### **3.3. Data Analysis**

Data analysis was conducted using Excel and statistical software to create charts and graphs that visualize the sales trends and demographics data. This visualization aids in better understanding and interpreting the data.

## **4. External Analysis**

### **4.1. Market Analysis**

The artificial flowers market in the United States has showcased an exponential growth trajectory, propelled by a convergence of factors. Chief among them are the rising allure of decorative elements, the burgeoning influence of interior design, and the steady growth of commercial users.

#### Total Sales in the US:

Per the data from NAWAIDA spanning 2019 to 2022(Appendix 1-Sales of Artificial Flower,NAWEIDA,2024), there were a reported 173,518 unit sales. This underscores a robust and unwavering demand for artificial flowers nationwide. It's compelling to note the concentration of these sales in states with dense populations - California (18,702 units), Florida (16,271 units), Texas (14,970 units), and New York (12,668 units). These figures illuminate the appeal of artificial flowers in populous urban locales, potentially attributed to the challenges of nurturing real flowers or a tilt towards decor that demands minimal upkeep.

Furthermore, insights derived from the top 50 artificial flower bestsellers on Amazon's US platform provide additional context. The monthly sales estimates for these leading products exhibit significant variations. The highest-performing product amasses a monthly sale of approximately 12,540 units, underlining the enormity of consumer demand (Amazon data, 2023).

#### Dominant Product Types and Materials:

The artificial flower market's rich tapestry is evident in the myriad product types and the materials employed in their craftsmanship. Dominant categories such as artificial roses, tulips, and eucalyptus stems, fashioned from materials like plastic, silk, and polyethylene, capture the market's vastness.

Roses, particularly those fabricated from polyethylene and silk, emerge as consumer favorites. This preference suggests a consumer inclination towards the tactile realism of silk while also gravitating towards the durability and cost-effectiveness of polyethylene.

Bouquets and Combos: Prearranged bouquets and combinations of diverse flowers stand out as another prevailing category. Their popularity could be attributed to the convenience they offer, presenting consumers with ready-to-use, aesthetic arrangements.

A marked interest in outdoor artificial flora highlights the consumer's intent to beautify their external spaces with alternatives that demand little to no maintenance.

#### Key Players' Influence:

The U.S. artificial flower landscape is marked by the prominence of several notable entities. Brands like LEGO, Floroom, Mandy's, and CEWOR, have carved out significant niches for themselves. Their presence in the top echelons of product rankings showcases their alignment with consumer predilections, manifesting in commendable monthly sales figures (Amazon data, 2023). Their vast product repertoire, spanning flower bouquets to stems and even potted variants, is a testament to their strategic orientation aimed at fulfilling diverse consumer requisites.

#### Consumer Preferences and Trends:

Deriving insights from the sales data paints a comprehensive picture of consumer trends and proclivities:

Roses stand out as a beloved choice, with their representation across multiple top-tier products from various brands.

The diversity in material choices - from silk to plastic and polyethylene - signifies the market's dedication to presenting options that are both lifelike and visually arresting.

The introduction of products tailored for outdoors, such as artificial plants and faux flowers, mirrors the market's responsiveness to the growing consumer appetite for enhancing aesthetic elements across both internal and external spaces.

#### Zooming in on the demographic data yields several elucidating trends:

Age & Income Nexus: Those within the 25-54 age spectrum emerge as the primary purchasers, accounting for nearly 66% of the total sales. This is congruent with the

income data, where individuals with an annual income ranging from \$50,000 to \$150,000 manifest as significant buyers. This confluence suggests the market's allure for the middle-income bracket, likely stemming from the blend of affordability and aesthetic value.

**Gender Dynamics:** Women emerge as the dominant consumer group, constituting over 71% of purchases. This dominance holds implications for shaping marketing endeavors, product design paradigms, and advertising mediums.

**Education Paradigm:** The lead in sales by high school graduates and those with some collegiate education signifies the universal appeal of artificial flowers, transcending educational strata.

Absolutely, and beyond the sheer figures, what this analysis truly highlights is the adaptability and resilience of the artificial flowers market. Amidst changing consumer preferences, evolving home and commercial décor trends, and even economic fluctuations, this sector has demonstrated an impressive ability to innovate and cater to demand.

The data showcases that consumers are not just seeking utility but also quality and realism in their choices. The blend of materials like silk, plastic, and polyethylene, and the ability of manufacturers to simulate the intricacies of natural flowers so closely, speak volumes about the industry's commitment to craftsmanship and innovation.

Furthermore, the prominent players in the market are not just resting on their laurels. They are diversifying their product portfolios, optimizing their supply chains, and fine-tuning their marketing strategies, all in a bid to better connect with and serve their target audience.

Brands that can effectively harness the insights from such detailed market analyses, understand the underlying consumer motivations, and anticipate future trends will undoubtedly be the frontrunners in this burgeoning industry. It is not just about selling artificial flowers; it's about curating experiences, eliciting emotions, and embedding these products into the very fabric of contemporary lifestyle and culture.

#### **4.1.1.Political and Legal factors**

The "Belt and Road" Initiative is an important project in international cooperation, providing opportunities not only for Chinese companies to expand their overseas markets but also for continuous innovation of the "going global" concept and model. Since the launch of the Belt and Road Initiative three years ago, China has signed cooperative agreements for joint construction with more than 30 countries along the Belt and Road and has engaged in international capacity cooperation with over 20 countries. As the Belt and Road Initiative continues to advance, enormous potential for international cooperation and development has emerged. (Pan yuxiang, 2017) (Xu qi, Zhang hao 2021).

Since the second half of 2013, a large number of favorable policies related to cross-border e-commerce have been introduced in China. For instance, in August 2013, the State Council issued the "Notice on Implementing Support for Cross-Border E-commerce Retail Export," which clearly expressed support for cross-border e-commerce. In January 2014, the Ministry of Finance and the State Administration of Taxation issued the "Notice on Tax Policies for Cross-Border E-commerce Retail Export," which implemented tax preferential policies for cross-border e-commerce. In March 2014, Premier Li Keqiang, in the government work report during the National People's Congress, proposed expanding the pilot programs for cross-border e-commerce and designated cities such as Zhengzhou, Hangzhou, Chongqing, Shanghai, Ningbo, Guangzhou, Shenzhen, Tianjin, Fuzhou, and Pingtan as pilot cities for cross-border e-commerce. In June 2015, the General Office of the State Council issued the "Guiding Opinions on Promoting the Healthy and Rapid Development of Cross-Border E-commerce," which provided actionable policy recommendations for the development of cross-border e-commerce. These policy measures, closely related to cross-border e-commerce, effectively guided the development of infrastructure and other supportive environments for cross-border e-commerce in China. (Pan yuxiang,2017) (Xu qi, Zhang hao 2021)

Currently, although some countries internationally are exhibiting a tendency

towards expanding trade protectionism, there are no strict restrictions on the cross-border e-commerce sector, including the artificial flower industry. Therefore, artificial flower companies engaging in cross-border e-commerce business enjoy a favorable international political environment. As long as companies operate in accordance with the laws and regulations of the respective countries, they can successfully carry out cross-border e-commerce trade. (Pan yuxiang, 2017) (Xu qi, Zhang hao 2021)

#### **4.1.2. Economic Factors**

The expansion of the global market provides huge opportunities for cross-border e-commerce. With the continuous advancement of global economic integration, consumers can more easily purchase products from other countries and regions. Cross-border e-commerce provides enterprises with a sales platform without borders, enabling them to directly push products to the global market. Through cross-border e-commerce, enterprises can make full use of the potential of the global market, expand sales and achieve business growth. The impact of exchange rate fluctuations on cross-border e-commerce cannot be ignored.

We can see the picture shows the recent 5 years of Dollar Yuan exchange rate and the Euro (EUR) to Chinese Yuan Renminbi (CNY) exchange rate from Feb 2000 - Jun 21, 2023. The exchange rate is fluctuation. The volatility of exchange rates may lead to fluctuations in commodity prices, which in turn will affect consumer purchasing decisions. When the local currency depreciates, consumers may be more inclined to buy products from other countries because their prices are relatively lower. On the contrary, when the local currency appreciates, consumers may be more willing to buy domestic products, thus negatively affecting the sales of cross-border e-commerce. (CHEN et al, 2022)

Consumer income and purchasing power are also one of the key economic factors affecting cross-border e-commerce. According to the verified market research report, it says that North America Artificial Flower Market size was valued at USD 780.42

Million in 2022 and is projected to grow to USD 1,172.71 Million by 2030 with a CAGR of 5.24% between 2023-2030. The North America Artificial Flower Market Attractiveness Analysis shows as picture 3. (verifiedmarketresearch, 2023) According to the picture 4, we can see that the Europe Artificial Flower Market Size in 2022 is 451.16 USD Million. The income level and purchasing power of consumers determine their demand and ability for cross-border e-commerce products. When consumers' income levels increase, they are more likely to purchase more expensive cross-border e-commerce products. (CHEN et al, 2022). The total population of US in 2021 is 331,893,745. The GDP per capita of US in 2021 is \$69,288(global EDGE, 2023). So our main market for artificial flowers is US.

#### **4.1.3 Social and Culture Factors**

Social factors have had a profound impact on the development and operation of cross-border e-commerce. With the development and popularization of technology, people increasingly rely on the Internet and digital technology for communication, shopping and information acquisition. China is home to the largest online community in the world. According to estimates, the Chinese internet population was around 1.04 billion in 2022 and would reach 1.21 billion by 2027(Lai Lin Thomala, 2022). The number of internet users in the United States was forecast to continuously increase between 2023 and 2028 by in total 20.1 million users (+6.44 percent). After the fifth consecutive increasing year, the number of users is estimated to reach 332.14 million users and therefore a new peak in 2028. Notably, the number of internet users was continuously increasing over the past years.(Ani Petrosyan, 2023) . The number of internet users in Europe was forecast to continuously increase between 2023 and 2028 by in total 35.6 million users (+4.9 percent). After the fifth consecutive increasing year, the number of users is estimated to reach 761.42 million users and therefore a new peak in 2028.(J. Degenhard, 2023).This provides a broad space for the development of cross-border e-commerce. Consumers can easily purchase products from all over the world through online platforms, while cross-border e-commerce

companies can use digital technology to break through geographical restrictions and expand market coverage. The popularity of social media has changed the purchasing decision process of consumers. Consumers tend to use social media platforms to get product information, read reviews and recommendations from others, and interact with brands. (Wang, 2022)(Xu et al,2022) In 2022, there were around 1.02 billion social media users in China and would reach 1.2 billion by 2027.(Lai Lin Thomala, 2022).The number of social media users in the United States was forecast to continuously increase between 2023 and 2028 by in total 22.8 million users (+7.4 percent). After the fifth consecutive increasing year, the social media user base is estimated to reach 331.09 million users and therefore a new peak in 2028. Notably, the number of social media users was continuously increasing over the past years.( S. Dixon, 2023). The number of social media users in Europe was forecast to continuously increase between 2023 and 2028 by in total 68.6 million users (+10.07 percent). According to this forecast in 2028, the social media user base will have increased for the fifth consecutive year to 750.12 million users.(J. Degenhard,2023)Consumer word-of-mouth and online reviews are critical to a company's reputation and credibility. Consumers tend to share their buying experiences and product reviews on social media, e-commerce platforms and professional websites. Cross-border e-commerce companies should actively manage and respond to consumer feedback, and provide high-quality products and services to win consumers' reputation and loyalty. Cross-border e-commerce involves exchanges and transactions between different countries and cultures. Consumers in different cultural backgrounds have different purchasing behaviors, preferences and values. Cross-border e-commerce companies need to understand the needs of different cultures and provide multilingual support and localization services. (Wang, 2022)(Xu et al,2022)

#### **4.1.4 Technological Factors**

Cross-border e-commerce is a commercial activity in the field of international trade

that relies on the Internet and digital technology. The rapid development of the Internet and information technology has driven cross-border e-commerce into the fast lane of development. Through the Internet, cross-border e-commerce companies can build a global sales platform and push products and services to the global market. E-commerce platforms provide functions such as online transaction, payment, logistics and customer service, simplifying the process and operation of cross-border transactions. At the same time, the popularization of mobile Internet technology also enables consumers to conduct cross-border e-commerce shopping through mobile devices anytime and anywhere, which improves convenience and flexibility. In 2022, over 1.03 billion people in China accessed the internet through their mobile phone. This figure was projected to surpass the 1.2 billion by 2027. (Lai Lin Thomala, 2023). The number of mobile internet users in the United States was forecast to continuously increase between 2023 and 2028 by in total 19.5 million users (+6.78 percent). According to this forecast in 2028, the number of users will have increased for the fifth consecutive year to 307.02 million users.(L. Ceci, 2023).The number of mobile internet users in Europe was forecast to continuously increase between 2023 and 2028 by in total 53.1 million users (+7.58 percent). According to this forecast in 2028, the number of users will have increased for the fifth consecutive year to 753.47 million users.( J. Degenhard, 2023) Second, logistics and supply chain technologies play a key role in the operation and delivery of cross-border e-commerce. Cross-border e-commerce needs to face logistics and transportation challenges between different countries and regions. Advances in logistics technology have made cross-border logistics more efficient and reliable, reducing transportation costs and delivery times. The application of supply chain technology can also achieve better inventory management, order processing and coordination, and improve the operational efficiency and customer satisfaction of cross-border e-commerce enterprises. Modern technologies such as big data, Internet of Things, blockchain, artificial intelligence, and mobile Internet have all promoted the development of cross-border e-commerce. Big data analysis can help cross-border e-commerce companies gain a deep understanding of consumer behavior, market trends and competitor intelligence,

thereby guiding their marketing and decision-making. Artificial intelligence technology can be applied to customer service, personalized recommendation and anti-fraud, etc., to improve user experience and security. The Internet of Things and blockchain technology have gradually improved the cross-border e-commerce model, and finally achieved global development; the flow of digital drives the integration of global consumers and producers, suppliers, and middlemen to generate trade flows, using big data as a technical means, collect trade flow, analyze the existing problems and countermeasures of cross-border e-commerce; cross-border e-commerce that combines international trade with mobile Internet provides a new way for international trade. (Zhang & Fan, 2021).

Security and privacy protection technologies are crucial to the development of cross-border e-commerce. Cross-border e-commerce involves consumers' personal information and transaction data, so protecting user privacy and data security is essential. Enterprises need to adopt effective technical means, such as encryption technology, identity verification and security audit, to ensure the security and compliance of user information. With the continuous advancement and innovation of science and technology, technology provides many opportunities and challenges for the operation and development of cross-border e-commerce. The development of e-commerce platforms and Internet technology provides a broad space for the development of cross-border e-commerce. (Wu & Guo, 2020).

#### **4.1.5 Competition Analysis**

##### **4.1.5.1 The COZZI CODI Competition**

Amazon US Seller "COZZI CODI" is one of our main competitors. Below, we will analyze the page details, marketing strategies, product positioning, and pricing strategy this player. This store only has four listings, but two of them rank within the top 200 in the subcategory of artificial flowers. This indicates that each of two listings have monthly sales of over 1,000 pcs. But in our store, we only have one listing which monthly sales is over 800 pcs, our sales is far less than this store.

#### **4.1.5.1.1 Page Details**

Multiple Angles Display: The listing showcases multiple angled photos of the artificial flowers, including overall effects, close-ups of details, and different views of the bouquet. This multi-angle display helps customers better understand the appearance and quality of the product.

Product Description and Specifications: The page provides detailed product descriptions and specifications, including flower types, materials, dimensions, and packaging contents. This information helps customers accurately understand the product's features and usage.

Reviews and Ratings: The page displays customer reviews and ratings for the product. This provides feedback and opinions from other customers, helping potential customers assess the quality and performance of the product. High ratings and positive reviews contribute to establishing the product's credibility and reputation.

Features and Usage Introduction: The product description on the page includes introductions to the features and usage of the product. These introductions help customers understand the advantages and applicable scenarios of the product compared to other competitors.

Amazon Delivery and Return Policy: The page mentions that the product is delivered by Amazon and introduces the related return policy. This can increase customers' confidence in purchasing, as they know they can rely on reliable delivery and flexible return options.

#### **4.1.5.1.2 Strategic Marketing**

Product Positioning: This store's products have their own unique designs, from the vase to the selection and combination of floral materials, making them one-of-a-kind. They are the first to sell this design style of products on Amazon. Previously, most sellers used ceramic vases with artificial flower bouquets. Even if other sellers used

glass vases, they were very ordinary without a sense of design. However, COZZI CODI has special glass vases with diamond-like textures on the surface. At the same time, their artificial flower bouquets are also unique. Most artificial flower bouquets on Amazon are simple combinations of floral materials without a sense of layering. But COZZI CODI's bouquets are carefully designed, with layers and appropriate color combinations, often capturing customers' attention at first glance. COZZI CODI's products are very distinctive.

**Displaying High-Quality Products:** The store showcases high-quality product photos and detailed product descriptions on the product pages. This display can attract customers' attention, establish the product's reputation and value. The store also pays attention to the appearance, details, and realism of the products to provide customers with the best shopping experience, as seen from customer reviews.

**Promotions and Discounts:** The store conducts promotions and discount activities on Member Days and Black Friday to attract customers, increase sales, and enhance repeat purchases.

#### **4.1.5.1.3 Pricing Strategy**

The store's products are unique and have distinctiveness, allowing the store to apply a premium price. The store's products are priced between \$25 and \$30, positioning them in the mid-range market.

## **5. Internal Analysis**

### **5.1 Company Overview**

Our company, NAWEIDA, was established in 2018 as a small-scale enterprise specializing in the cross-border e-commerce sector, with a primary focus on the artificial flower market. Our commitment to delivering high-quality artificial flower products has positioned us as a recognizable presence within the industry.

With our strong dedication to product excellence, we collaborate directly with factories at the source. This strategic approach allows us to access raw materials, exercise stringent quality control, and reduce costs associated with intermediate steps. This advantageous supply chain management empowers us with a competitive edge, ensuring a consistent and reliable product supply for our valued customers.

One of our key strengths lies in our unique product offerings. We have a dedicated design team that consistently crafts unique and high-quality artificial flower products. This creative design capability sets us apart from competitors and enables us to offer a diverse range of products that cater to various customer preferences and interior decor styles.

The positive customer reviews we have garnered further solidify our reputation as a trusted provider of artificial flower solutions. Customer satisfaction with our product quality and design has contributed significantly to our brand credibility and loyalty. Additionally, our competitive pricing strategy enhances our appeal to price-sensitive customers, contributing to our market presence and growth.

### **5.2 Analysis of Current Sales Issues**

#### **5.2.1 Product Sales Analysis**

The top-selling product of NAWEIDA is the "NAWEIDA Artificial Rose with Ceramic Vases Fake Flower Arrangements Decorations for Home Kitchen or Office," with a total quantity of 21,120 units sold, accounting for 12.16% of the total sales. This product's popularity can be attributed to its versatility as it is suitable for various occasions and settings, including home, kitchen, or office decorations.

Following closely is the "NAWEIDA Artificial Flowers with Vase Faux Hydrangea Flower Arrangements for Home Garden Party Wedding Decoration," with 20,113 units sold, making up 11.58% of the total sales. This product is also versatile, making it suitable for home, garden, party, and wedding decorations.

Other notable products include:

"NAWEIDA Artificial Flowers with Small Ceramic Vase Faux Hydrangea Flower Arrangements for Home Garden Party Wedding Decoration" with 11,663 units sold (6.71% of total sales).

"NAWEIDA Artificial Flowers with Vase, Fake Peony Flowers in Vase, Faux Flower Arrangements for Home Decor" with 9,511 units sold (5.48% of total sales).

"NAWEIDA Artificial Rose Bouquets with Ceramics Vase Fake Silk Rose Flowers Decoration for Table Home Office Wedding-Blue" with 8,752 units sold (5.04% of total sales).

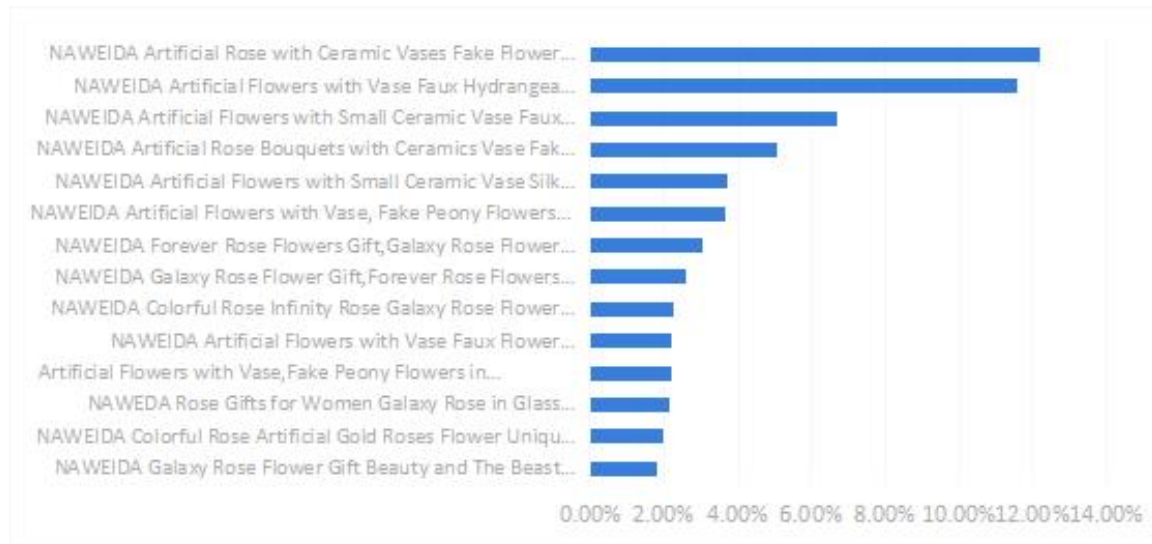
It is interesting to note that the top five products all include a vase, indicating a strong preference among customers for products that come with their own container for display. Additionally, the majority of the top-selling products are variations of rose and hydrangea artificial flowers, suggesting that these are the most preferred types of artificial flowers among NAWAIDA's customers.

Moreover, special occasion products like the "NAWEIDA Forever Rose Flowers Gift, Galaxy Rose Flower Gift, Light Up Rose Flowers Gift, Glass Rose Flower Gift for Women, Valentine's Day, Mother's Day, Thanksgiving Day, Christmas, Anniversary" and the "NAWEIDA Galaxy Rose Flower Gift, Forever Rose Flowers Gift, Light Up Rose Flowers Gift, Glass Rose Flower Gift for Women, Valentine's Day, Mother's Day, Thanksgiving Day, Christmas, Anniversary" also made it to the top 10, indicating a significant demand for such products during special occasions.

The analysis indicates that the popularity of these products may be due to their versatility as they can be used for multiple occasions and settings such as home, kitchen, office, garden, party, and wedding decorations. Additionally, the inclusion of a vase with the artificial flowers adds value to the product as it provides a complete

decorative item for the customer.

Chart 1  
NAWEIDA Top 20 Sales Report 2019-2022



Source: Amazon seller center, 2023

### 5.2.2 Regional Sales Distribution Analysis

The state with the highest sales of our artificial flowers is California (CA), with a total quantity of 18,702 units sold, accounting for 10.78% of the total sales. This can be attributed to several factors, including California's large population and strong purchasing power. As the most populous state in the United States, California has a high demand for various products, including home decor and artificial flowers. Additionally, California is known for its high cost of living, which often translates to higher purchasing power among its residents.

Following closely are Florida (FL) and Texas (TX), with 16,271 units (9.37% of total sales) and 14,970 units (8.62% of total sales) sold, respectively. Similar to California, both Florida and Texas have large populations and strong economies, which contribute to the high demand for NAWAIDA products.

Other notable states include:

New York (NY) with 12,668 units sold (7.30% of total sales).

Pennsylvania (PA) with 7,559 units sold (4.35% of total sales).

Illinois (IL) with 6,960 units sold (4.01% of total sales).

The high sales in these states may be attributed to several factors:

**Large Population:** California, Florida, and Texas are the three most populous states in the United States. A larger population naturally leads to higher demand for various products, including home decor and artificial flowers.

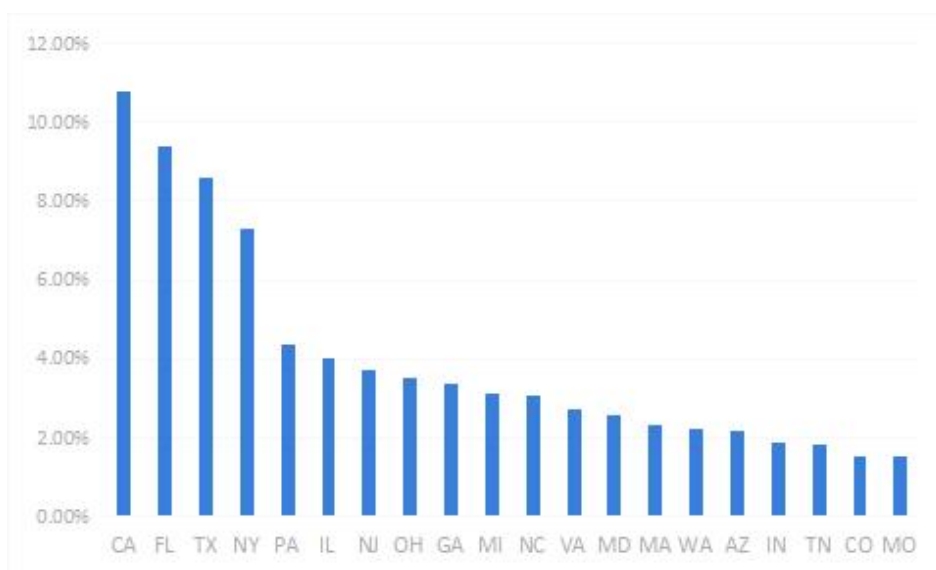
**Strong Economies:** These states have strong economies with a high GDP, which translates to higher purchasing power among its residents. People with higher incomes are more likely to spend on non-essential items such as home decor.

**Climate:** The climate in these states may also contribute to the demand for artificial flowers. For example, the hot and humid climate in Florida may make it difficult to maintain real flowers, leading to a preference for artificial ones.

**Tourism:** California and Florida are major tourist destinations. Hotels, restaurants, and other businesses in the hospitality industry are significant buyers of home decor items, including artificial flowers.

Chart 2

Top 20 Area Distribution of Artificial Flower Sales in United States of 2019-2022



Source: Amazon seller center, 2023

### 5.2.3 Demographics Analysis

The age group with the highest purchase volume is 35-44 years old, followed by the 45-54 years old age group, and then the 25-34 years old age group. This suggests that individuals in the middle-age groups (35-54 years old) are the primary customers of our products. This can be explained by several factors:

Stable Income: Individuals in the 35-54 age range are more likely to have stable incomes. They are often in the middle of their careers, where they have moved up from entry-level positions and are earning a higher salary. This allows them to have disposable income to spend on non-essential items like home decor.

Home Ownership: People in this age range are more likely to own a home or have a larger living space that they want to decorate. Owning a home often comes with the desire to personalize and decorate the space, leading to a higher demand for home decor items.

Family: Individuals in this age range often have families, and creating a comfortable and aesthetically pleasing living environment is often a priority. This leads to a higher demand for home decor items.

Social Events: Hosting social events, family gatherings, and other occasions is common among individuals in this age range. Having a well-decorated home is often important for these events.

Online Shopping: Individuals in this age range are comfortable with online shopping and often prefer the convenience of purchasing items online.

Table 2

Age distribution of the customers for sales 2019-2022

| Age   | Order Units | % of total |
|-------|-------------|------------|
| 35-44 | 15766       | 25%        |
| 45-54 | 13633       | 22%        |
| 25-34 | 12029       | 19%        |
| 55-64 | 9503        | 15%        |
| 65+   | 8675        | 14%        |
| 18-24 | 3261        | 5%         |

Source: Amazon seller center, 2023

The income groups earning \$50,000-\$74,999 and \$75,000-\$99,999 account for the highest purchase volume, indicating that our products are popular among middle-income earners. This can be explained by several factors:

Affordability: Our products are likely priced in a range that is affordable for middle-income earners. This group of people has a stable income and is willing to spend on home decor and other non-essential items, but they are also price-conscious and look for value-for-money products.

Home Ownership: Middle-income earners are more likely to own a home or live in a larger space that they want to decorate. This group often has a higher demand for home decor items as they are in a life stage where they are establishing their households.

Lifestyle: Middle-income earners often have a lifestyle that involves hosting social events, parties, or having family gatherings, which requires them to invest in home decor and other aesthetic enhancements.

Value for Money: Middle-income earners often look for products that offer good value for money. our products, which include artificial flowers with vases, offer a complete decorative solution, which may be perceived as good value by this demographic.

Online Shopping Behavior: Middle-income earners are often comfortable with

online shopping and may prefer the convenience of purchasing home decor items online rather than visiting physical stores.

Table 3

Income distribution of the customers for sales 2019-2022

| Income              | Order Units | % of total |
|---------------------|-------------|------------|
| \$75,000-\$99,999   | 10341       | 20%        |
| \$200,000-\$249,999 | 3861        | 8%         |
| \$125,000-\$149,999 | 7029        | 14%        |
| \$150,000-\$174,999 | 3364        | 7%         |
| \$50,000-\$74,999   | 10238       | 20%        |
| \$100,000-\$124,999 | 6460        | 13%        |
| >\$250,000          | 5455        | 11%        |
| \$175,000-\$199,999 | 3271        | 6%         |

Source: Amazon seller center, 2023

The education level with the highest purchase volume is 'Some College,' followed by 'Bachelor's Degree' holders. This suggests that individuals with some college education or a bachelor's degree are the primary customers of our products. This can be explained by several factors:

Higher Income: Individuals with some college education or a bachelor's degree often have higher incomes compared to those with less education. This allows them to have more disposable income to spend on non-essential items like home decor.

Home Ownership: Higher education levels are often associated with higher rates of home ownership. As mentioned earlier, owning a home often comes with the desire to personalize and decorate the space, leading to a higher demand for home decor items.

Online Shopping: Individuals with higher education levels are often more comfortable with online shopping and are more likely to purchase items online.

Aesthetics and Lifestyle: Higher education levels often come with a higher appreciation for aesthetics and a desire for a certain lifestyle. This can lead to a higher demand for home decor items that help to create a certain ambiance or aesthetic in the

home.

Social Events: Hosting social events, family gatherings, and other occasions is common among individuals with higher education levels. Having a well-decorated home is often important for these events.

Table 4

Education distribution of the customers for sales 2019-2022

| Education             | Order Units | % of total |
|-----------------------|-------------|------------|
| Some College          | 19534       | 39%        |
| Bachelor's Degree     | 16159       | 32%        |
| High School Graduate  | 14565       | 29%        |
| Graduate Degree       | 8033        | 16%        |
| Less than High School | 4575        | 9%         |

Source: Amazon seller center,2023

Females account for a significantly larger portion of the total order units compared to males, indicating that our products are more popular among females. This can be explained by several factors:

Preference for Home Decor: Studies have shown that women, in general, have a stronger interest in home decor and interior design compared to men. Women often take the lead in making decisions about the home decor and are more likely to purchase items to decorate the home.

Gift Giving: Women are often more involved in gift-giving occasions such as weddings, baby showers, birthdays, and holidays. Artificial flowers and home decor items are popular gifts for these occasions.

Online Shopping: Women are more likely to shop online compared to men. The convenience of online shopping and the ability to browse a wide variety of options from the comfort of home is particularly appealing to women.

Aesthetics and Ambiance: Women often place a higher value on the aesthetics and ambiance of their living space. They are more likely to purchase items that contribute to creating a pleasant and comfortable environment.

Attention to Detail: Women often pay more attention to detail compared to men. This includes the small details of home decor that can make a big difference in the overall look and feel of a space.

Emotional Connection: Women often have a stronger emotional connection to their living space and take pride in making it a reflection of their personality and style.

Table 5

Gender distribution of the customers for sales 2019-2022

| Gender | Order Units | % of total |
|--------|-------------|------------|
| Female | 43229       | 71%        |
| Male   | 17702       | 29%        |

Source: Amazon seller center, 2023

Married individuals account for the largest portion of the total order units, suggesting that they are the primary customers of our products. This can be explained by several factors:

Household Establishment: Married individuals are more likely to have established households that they wish to decorate and maintain. This includes purchasing home decor items like artificial flowers to create a pleasant and comfortable living environment.

Gift Giving: Married individuals are often involved in more social occasions that require gift-giving, such as weddings, anniversaries, housewarmings, and family gatherings. Artificial flowers and home decor items are popular gifts for these occasions.

Stable Income: Married individuals often have a more stable income compared to single individuals. This allows them to allocate more funds towards home decor and other non-essential purchases.

Emotional Connection: Married individuals often have a stronger emotional connection to their living space as it is a reflection of their shared life and experiences. This leads to a greater desire to create a pleasant and comfortable environment.

Table 6

Marital status distribution of the customers for sales 2019-2022

| Marital Status | Order Units | % of total |
|----------------|-------------|------------|
| Married        | 35527       | 58%        |
| Single         | 8230        | 14%        |

Source: Amazon seller center, 2023

### 5.3 Competitive Analysis

#### 5.3.1 SWOT Analysis

In this chapter we will execute the SWOT analysis. Which will analysis our company's strengths, weakness, opportunities and threats.

#### **Strengths:**

Primary source: We collaborate with factories at the source. This means we can directly access raw materials, control product quality, and reduce costs in intermediate steps. This gives us a competitive advantage in product supply.

Unique product: Having our own design team can create unique, high-quality artificial flower products for the company and increase the competitive advantage.

Positive Customer Reviews: Our products have received positive customer reviews, indicating that our customers are satisfied with the quality and design of our artificial flowers. Positive reviews contribute to building our reputation and credibility in the market.

Price Advantage: Our pricing strategy is competitive, offering affordable prices for high-quality artificial flowers. This gives us an advantage in attracting price-sensitive customers and competing with other sellers in the market.

#### **Weaknesses:**

Limited product listings: Having more product listings on platforms like Amazon can increase exposure and improve the discovery rate among potential customers. The lack of diversity limits our sales potential.

Lack of exceptional listing pages and videos: High-quality listing pages and videos can attract potential customers and increase their trust in the product. The absence of professional presentation methods may result in the loss of potential customers.

Lack of Product Differentiation: Our current product offerings lack significant differentiation from competitors. We need to find unique and innovative designs or features to stand out in the market and attract more customers.

### **Opportunities:**

Growing market demand: People are increasingly inclined to use simulation flowers for decorating homes, offices, and event venues. By meeting the growing market demand, we can expand sales and generate more revenue.

Cross-border e-commerce development: The rise of cross-border e-commerce platforms has provided our company with more sales channels and opportunities. We can expand product sales to other cross-border e-commerce platforms to further expand the market.

### **Threats:**

Competition: In the simulation flower market, there are other sellers with more listings, fresh product offerings, and better product displays. These competitors may attract potential customers and reduce our market share. Also refer that prices will tend to drop as more companies enter the market.

Price Wars: Price competition among sellers on e-commerce platforms can lead to price wars, reducing profit margins and profitability. Maintaining a competitive price while ensuring profitability is crucial in this competitive market.

Counterfeit Products: The presence of counterfeit or low-quality products in the market can negatively impact our reputation and customer trust. We need to ensure the authenticity and quality of our products to differentiate ourselves from counterfeit sellers.

Table 7

SWOT Analysis

|                                                                                                      |                                                                                                                                |
|------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------|
| <b>Strengths</b><br>Primary source<br>Unique product<br>Positive Customer Reviews<br>Price advantage | <b>Weakness</b><br>Limited product listings<br>Lack of exceptional listing pages and videos<br>Lack of Product Differentiation |
| <b>Opportunities</b><br>Growing market demand<br>Cross-border e-commerce development                 | <b>Threats</b><br>Competition<br>Price Wars<br>Counterfeit Products                                                            |

Source: The author, 2023

## **6.Improvement Measures**

### **6.1. Marketing Strategy**

#### **6.1.1. Segmentation, Targeting, and Positioning (STP)**

##### **6.1.1.1 Geographic Segmentation**

###### Regional Preferences:

**Urban vs. Rural:** The dense urban population areas, such as major cities, might have a higher demand for artificial flowers because of limited green spaces, compact living areas, and the hectic urban lifestyle which may not allow for regular upkeep of real plants. In contrast, rural areas might prefer real over artificial due to the availability of space and nature.

**Climate Zones:** Areas with extreme weather conditions might find artificial flowers more feasible. For instance, in arid regions where water is scarce, or in places with long winters where greenery is sparse, artificial flowers can offer a year-round aesthetic appeal.

###### High Demand Locations:

**California:** High demand might be influenced by the state's significant urban population, the tech industry's bustling cities like San Francisco, and a significant number of event planning due to Hollywood-related events.

**Florida:** Being a tourist state with numerous resorts and event venues, there could be a demand for low-maintenance decor like artificial flowers.

**Texas:** With its mix of large urban centers like Houston and Dallas, along with vast rural areas, understanding the specific demands of each demographic is crucial. Additionally, Texas experiences extreme weather conditions, such as hot and dry summers, which makes it more suitable for artificial flowers as they offer a year-round aesthetic appeal without the need for water.

**New York:** Given its position as a global hub for fashion, finance, and culture, the trendsetting state might have unique preferences in terms of style and design.

### **6.1.2 Targeting**

Targeting involves focusing on specific market segments that align with the company's strengths and market opportunities. Therefore our target will be:

#### Event Planners in the U.S.

The artificial flower market in the U.S. has shown significant growth, and one segment that can be targeted aggressively is event planners. With the U.S. being home to numerous events, from corporate gatherings to weddings, birthdays, and other celebrations, the demand for decorative items like artificial flowers is consistently high.

#### Home Decor Enthusiasts in the U.S.

The U.S. has a vast market of consumers passionate about home decor. With the increasing trend of interior design and aesthetic applications, there's a growing demand for items that enhance the ambiance of homes. We can engage with them on platforms like Pinterest and Instagram, where home decor ideas are frequently shared. Collaborate with U.S.-based home decor influencers for product placements or reviews.

### **6.1.3 Positioning**

Our positioning strategy is emphasize its unique strengths and the value it offers to its target market.

#### High-Quality Provider

Our company can direct collaboration with factories ensures stringent quality control, setting it apart from many competitors.

#### Unique Design Offerings

One of our company standout features is its unique product range. With a dedicated design team consistently crafting distinctive artificial flower products, we can offer something different from the standard fare in the market.

### Affordability without Compromising Quality

We emphasize quality and uniqueness, it also offers competitive pricing, making it appealing to price-sensitive customers. This balance of quality and affordability is a significant advantage.

### Trustworthiness and Credibility

The positive customer reviews and feedback for our products has garnered over the years further solidify its reputation in the market. This trustworthiness can be a cornerstone of its positioning strategy.

## **6.1.4 Marketing-Mix**

### **6.1.4.1 Product**

#### **Features:**

Design Diversity: Our artificial flowers are not just mere replicas of nature; they are crafted with precision and creativity. With a dedicated design team, we can ensure that each product is unique, catering to various customer preferences and interior decor styles. Whether it's for a festive occasion, a serene living room setting, or a vibrant outdoor garden party.

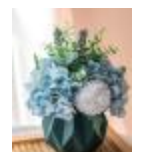
Longevity: Unlike natural flowers that wither away, Artificial flowers are built to last. Their longevity ensures that customers get value for their money, making them a preferred choice for decorations that are meant to last, be it in homes or event venues.

Variety: Our product line is carefully curated to cater to the diverse needs and preferences of the American market. From roses to tulips, wildflower bouquets to eucalyptus stems, we offer a diverse range of flowers that ensures there is something for everyone.

To better illustrate this, we have created a table that outlines our product assortment for the US market, segmented by the target groups we have identified:

Table 8

## Product assortment for the US market

| Segmentation Criteria | Target Group                                                | Product Reference (SKU) | Description                                                     | Picture                                                                               |
|-----------------------|-------------------------------------------------------------|-------------------------|-----------------------------------------------------------------|---------------------------------------------------------------------------------------|
| Age                   | 25-34 years                                                 | NWD-AF-189              | Artificial Flowers with Vase Faux Hydrangea Flower Arrangements |    |
| Age                   | 35-54 years                                                 | NWD-AF-170              | Artificial Flowers with Small Ceramic Vase                      |    |
| Gender                | Female                                                      | NWD-AF-210              | Artificial Flowers with Vase Faux Flower Arrangements           |   |
| Income                | Middle-Income Earners (\$50,000-\$150,000 annually)         | NWD-AF-226              | Fake Peony Flowers in Vase                                      |  |
| Education             | High School Graduates and Those with Some College Education | NWD-AF-219              | Artificial Flower in Vase Silk Blue Hydrangeas Flowers          |  |
| Regional Preferences  | Urban areas                                                 | NWD-AF-211              | Artificial Flowers with Vase, Fake Peony Flowers                |  |
| High Demand Locations | California, Florida, Texas, New York                        | NWD-AF-228              | Artificial Flowers with Small Ceramic Vase                      |  |

Source: The Author, 2023

The '25-34 years' age group is often setting up their first homes, hosting events like weddings or parties, or looking to invest in home aesthetics. Therefore, trendy bouquets with vibrant colors (Product Reference: NWD-AF-189) are targeted towards them.

The '35-54 years' age group may be purchasing for established homes or gifting. They might be more financially stable and therefore inclined to invest in home decor. Hence, classic arrangements with subtle colors (Product Reference: NWD-AF-170) are suitable for this segment.

Women appear to be the primary purchasers, possibly due to a traditional inclination towards home décor and their roles in event planning. Therefore, floral arrangements for various occasions (Product Reference: NWD-AF-210) are targeted towards them.

Middle-income earners might be looking for value for money and occasional luxury. Therefore, durable yet affordable decorative pieces (Product Reference: NWD-AF-227) are targeted towards this income group.

High school graduates and those with some college education lead the sales, suggesting that the product appeals to a broad base and isn't restricted to those with higher educational qualifications. Hence, an assortment of vibrant and lifelike flowers (Product Reference:NWD-AF-220) is targeted towards this education level.

Urban areas might have a higher demand for artificial flowers because of limited green spaces, compact living areas, and the hectic urban lifestyle. Therefore, small-sized, minimalist, and modern artificial flower arrangements (Product NWD-AF-211) are targeted towards urban areas.

California, Florida, Texas, and New York have a high demand for artificial flowers due to significant urban populations, event venues, and extreme weather conditions. Therefore, elegantly crafted arrangements for events (Product Reference:NWD-AF-228) are targeted towards these high demand locations.

**Quality:**

Direct Collaboration with Factories: Our direct partnership with factories ensures that every flower undergoes stringent quality control. This direct oversight eliminates middlemen, ensuring that the quality is uncompromised from the source to the customer.

**Branding:**

NAWEIDA is not just a name; it's a brand that resonates with quality, uniqueness, and customer satisfaction. The company's dedication to product excellence and its unique product offerings have positioned it as a recognizable and trusted brand in the artificial flower industry.

NAWEIDA's artificial flowers are more than just decor items; they are a blend of artistry, quality, and customer trust.

**Product Range for the US Market:**

Based on our market segmentation, we have identified the following product range targeting each group:

Urban Population: For the urban population living in compact spaces with limited greenery, we will offer a range of small-sized, minimalist, and modern artificial flower arrangements that can add a touch of nature to their living spaces without occupying much space.

Event Venues: For event venues, we will offer a range of grand and luxurious artificial flower arrangements that can add elegance and charm to any event, be it a wedding, a corporate event, or a Hollywood-related event.

Tourist Resorts: For tourist resorts, we will offer a range of tropical and vibrant artificial flower arrangements that can add a touch of freshness and liveliness to the resort's ambiance.

Rural Areas: For rural areas, we will offer a range of natural-looking artificial

flower arrangements that can blend seamlessly with the natural surroundings.

#### 6.1.4.2 Price

Our customer base is diverse, spanning various age groups, income levels, and educational backgrounds. This diversity necessitates a flexible pricing strategy that caters to different segments of the market.

#### Pricing Strategy:

After careful consideration of our company objectives and the competitive landscape, we have decided to adopt a combination of penetration and skimming pricing strategies.

Penetration Pricing: For our standard range of artificial flowers like NWD-AF-224,NWD-AF-229,NWD-AF-232, we will adopt a penetration pricing strategy. This involves setting the price slightly below the competition. Since there is not a clear differentiation in the standard range of artificial flowers offered by us and our competitors like "COZZI CODI" and other top 50 sellers in the artificial flower market, we need to compete on price. This strategy will help us attract price-sensitive customers and gain market share.

Table 9

Reference products for penetration pricing

| Product Reference | Description                                      | Picture                                                                             | Pricing Strategy | Competition Price | NAWEIDA Price |
|-------------------|--------------------------------------------------|-------------------------------------------------------------------------------------|------------------|-------------------|---------------|
| NWD-AF-170        | Artificial Flowers with Small Ceramic Vase       |  | Penetration      | \$19.99           | \$18.99       |
| NWD-AF-211        | Artificial Flowers with Vase, Fake Peony Flowers |  | Penetration      | \$20.99           | \$18.99       |
| NWD-AF-122        | Artificial Rose Flowers with Vase                |  | Penetration      | \$26.99           | \$25.99       |

Source: The Author, 2023

Skimming Pricing: For our exclusive designs or collections, we will adopt a skimming pricing strategy. This involves setting the price higher than the competition, reflecting the uniqueness and the value they bring to the customer. Given the positive customer reviews and the emphasis on the unique and high-quality design of our products, we believe that our exclusive designs or collections justify a higher price.

Table 10

Reference products for skimming pricing

| Product Reference | Description                                                     | Picture                                                                             | Pricing Strategy | Competition Price | NAWEIDA Price |
|-------------------|-----------------------------------------------------------------|-------------------------------------------------------------------------------------|------------------|-------------------|---------------|
| NWD-AF-210        | Artificial Flowers with Vase Faux Flower Arrangements           |    | Skimming         | \$26.99           | \$28.99       |
| NWD-AF-219        | Artificial Flower in Vase Silk Blue Hydrangeas Flowers          |  | Skimming         | \$27.99           | \$28.99       |
| NWD-AF-189        | Artificial Flowers with Vase Faux Hydrangea Flower Arrangements |  | Skimming         | \$28.99           | \$29.99       |

Source: The Author, 2023

Competitive Pricing: Considering the competition from other sellers like "COZZI CODI" and the top 50 sellers in the artificial flower market, we should regularly monitor competitors' prices. By positioning its products slightly below, at, or slightly above the market average, based on the perceived value and quality of its offerings, we can ensure it remains an attractive choice for consumers.

Table 11

Reference products for competitive pricing

| Product Reference | Description                                        | Picture                                                                            | Pricing Strategy | Competition Price | NAWEIDA Price |
|-------------------|----------------------------------------------------|------------------------------------------------------------------------------------|------------------|-------------------|---------------|
| NWD-AF-229        | Artificial Flowers with Small Ceramic Vase         |   | Competitive      | \$20.99           | \$20.99       |
| NWD-AF-228        | Forever Rose Flowers Gift, Galaxy Rose Flower Gift |   | Competitive      | \$24.99           | \$22.99       |
| NWD-AF-227        | Faux Flowers in Vase for Home Decor                |  | Competitive      | \$26.99           | \$28.99       |

Source: The Author,2023

Value-based Pricing: Given the positive customer reviews and the emphasis on the unique and high-quality design of our products, there's an opportunity to set prices based on the perceived value to the customer. For instance, exclusive designs or collections could be priced higher, reflecting their uniqueness and the value they bring to the customer.

Table 12

## Reference products for value-based pricing

| Product Reference | Description                                                    | Picture                                                                            | Pricing Strategy | Perceived Value | NAWEIDA Price |
|-------------------|----------------------------------------------------------------|------------------------------------------------------------------------------------|------------------|-----------------|---------------|
| NWD-AF-232        | Artificial Flowers with Vase, Silk Roses Flower Arrangements   |   | Value-based      | Low             | \$29.99       |
| NWD-AF-226        | Fake Peony Flowers in Vase                                     |   | Value-based      | Medium          | \$39.99       |
| NWD-AF-233        | Artificial Flowers in Vase, Faux Hydrangea Flower Arrangements |  | Value-based      | High            | \$49.99       |

Source: The Author, 2023

Seasonal Discounts: Based on the demographic data, there's a diverse age range of customers. Seasonal discounts during occasions like Valentine's Day, Mother's Day, or Christmas can attract younger customers (18-34) looking for affordable gifting options, while also appealing to older demographics (55+) who might be seeking decor for their homes during festive seasons.

Bulk Purchase Discounts: Given the potential targeting of event planners, especially in the U.S., offering discounts for bulk purchases can be a lucrative strategy. This would appeal to those organizing larger events or ceremonies and looking for cost-effective decor solutions.

Loyalty Programs: Considering the diverse income brackets of our customers, a

loyalty program can be introduced to incentivize repeat purchases. For instance, customers in the \$50,000-\$99,999 income bracket, who make up a significant 19.88% of total orders, might be enticed to purchase more frequently if they are offered loyalty points or exclusive discounts on subsequent purchases.

#### **6.1.4.3 Place**

Amazon as a Primary Platform: According to the extensive sales data across various states, it's evident that Amazon serves as a significant platform for our sales. Amazon's vast reach and established trust among consumers make it an ideal platform for cross-border e-commerce. The platform not only provides access to a broad audience but also offers tools and analytics, like the sales data we have, to refine and improve sales strategies.

Diversifying E-commerce Platforms: While Amazon is a dominant player, considering other platforms like eBay, Walmart, or specialized home decor e-commerce sites can further expand our company's reach. Each platform might attract a slightly different demographic, allowing us to tap into varied customer bases.

Leveraging Data for Targeted Marketing: The sales data from Amazon can be used to run targeted advertising campaigns on the platform. For instance, ads can be improved for states like CA, FL, TX, and NY, where the demand is highest, ensuring better ROI on marketing spend.

#### **6.1.4.4 Promotion**

##### **Advertising:**

Amazon In-site Advertising: Currently, the majority of our advertising budget is allocated to Amazon in-site advertising, which has proven to be the most effective channel for us.

Social Media Advertising: With the increasing number of social media users in the U.S., platforms like Facebook, Instagram, and Pinterest can be leveraged for targeted advertising. These platforms are especially relevant for us, as they are visually driven and can beautifully showcase the artificial flowers. Ads can be geo-targeted to states

like CA, FL, TX, and NY, where sales are highest.

Search Engine Marketing (SEM): Platforms like Google Ads can be used to target potential customers searching for artificial flowers or related home decor items. With the positive reviews and unique product offerings of our company, ad copy can emphasize these strengths to attract clicks.

### **Sales Promotions:**

Limited-Time Offers: Flash sales or limited-time discounts can be introduced during peak shopping seasons, such as the lead-up to major holidays or festivals. This can incentivize quick purchases.

Bundle Deals: Due to the variety in our company's product range, offering bundle deals like 'buy two get one free' or discounts on purchasing a complete set can encourage customers to buy more.

Table 13

Communication Plan

| Activity                   | Platform                       | Start Date | End Date   | Estimated Cost |
|----------------------------|--------------------------------|------------|------------|----------------|
| Amazon In-site Advertising | Amazon                         | 01/01/2024 | 31/12/2024 | \$65,700       |
| Social Media Advertising   | Facebook, Instagram, Pinterest | 01/01/2024 | 31/12/2024 | \$1,000        |
| Search Engine Marketing    | Google Ads                     | 01/01/2024 | 31/12/2024 | \$800          |
| Limited-Time Offers        | Amazon                         | 01/11/2024 | 31/12/2024 | \$3000         |
| Bundle Deals               | Amazon                         | 01/01/2024 | 31/12/2024 | \$1000         |
| Total                      |                                |            |            | \$71500        |

Source: The Author, 2023

## **6.2. Expand Product Line and Customization**

Our analysis of the sales data reveals that there are specific types of artificial flowers that are particularly popular among American consumers. For example, we found that artificial roses and tulips are the most sold items in our product line. Additionally, we observed a growing trend in the demand for seasonal flowers, such as artificial poinsettias during the Christmas season.

To meet the preferences of American consumers, we will invest in research and development to introduce new and unique artificial flower designs that align with the current market trends. Specifically, we will expand our product line to include more varieties of roses and tulips, as well as seasonal flowers. Additionally, we will offer customization options, such as different color choices and arrangements, to cater to diverse consumer tastes and preferences.

By offering a wider variety of products and allowing customization options, we can cater to diverse consumer tastes and preferences, enhancing our market appeal. This approach will not only help us retain our existing customers but also attract new ones, ultimately leading to increased sales and market share.

## **6.3. Enhanced Marketing and Promotion Strategies**

Building on the insights gained from the analysis of top-selling products and market trends, we will develop comprehensive marketing and promotional strategies. This will include leveraging social media platforms, influencer collaborations, and targeted advertising campaigns. By showcasing our unique and popular products, we can effectively reach and engage American consumers who are actively seeking high-quality artificial flowers for various occasions.

## **6.4. Focus on Geographic Targeting**

Our analysis of geographical preferences within the USA reveals key states where

demand for artificial flowers is notably high. By concentrating our efforts on these states, such as FL, CA, TX, NY, NJ, IL, GA, PA, NC, MI, OH, and VA, we can tailor our marketing campaigns and distribution strategies to cater to the specific needs of consumers in these regions. This localized approach will allow us to penetrate deeper into these markets and establish a strong presence.

### **6.5. Strengthen E-Commerce Presence**

Given the increasing popularity of online shopping, we will improve our presence on e-commerce platforms, especially on Amazon. Our enhanced product listings, high-quality images, and informative videos will address the previously identified weakness of lacking exceptional listing pages. This approach will provide potential customers with a more engaging and informative shopping experience, increasing the likelihood of conversions.

### **6.6. Collaboration and Partnerships**

By collaborating with key players in the industry and forming partnerships with established vendors, we can leverage their expertise and insights to further refine our product offerings. This will allow us to tap into their knowledge of consumer preferences and market trends, thereby ensuring that our product development and marketing strategies remain aligned with the evolving demands of American consumers.

### **6.7. Continuous Monitoring and Feedback Loop**

To ensure the effectiveness of our solutions, we will establish a robust system for monitoring market trends, analyzing sales data, and collecting customer feedback. This ongoing process will enable us to make real-time adjustments to our strategies, ensuring that we remain agile and responsive to changing consumer preferences and market dynamics.

## **7.Conclusion**

### **7.1. Research Conclusions**

The artificial flower market has shown consistent growth over the years, driven by factors such as urbanization, changing consumer preferences, and the practical benefits of artificial over real flowers in certain contexts. The data on the number of social media and internet users further underscores the potential for online marketing and sales in this sector.

The SWOT analysis highlighted the strengths that the company can leverage, such as direct collaboration with factories and unique product designs. However, threats like competition, price wars, and counterfeit products emphasize the need for businesses to continuously innovate and differentiate themselves.

Trought data analysis we are able to segment US customers in different categories and adapt our offer to their profile and preferences, so that our marketing initiatives became more effective. This information can guide businesses in tailoring their marketing and distribution strategies to target these high-demand regions effectively.

With the rise of e-commerce and cross-border trade, there are ample opportunities for businesses to expand their reach and cater to a global audience. However, they must also be prepared to face challenges like adapting to different regional preferences and navigating international trade regulations.

### **7.2. Research Limitations**

This study has several limitations. First, the data used for the analysis is limited to the past five years, which may not capture long-term trends. Second, the study focuses primarily on the US market, which may not be representative of global trends. Third, the study relies on publicly available data and sales reports from Amazon Seller Central, which may not capture the entire market landscape.

### **7.3. Suggestions for Future Research**

Future research could expand the scope of this study by analyzing data from a broader time frame and including other geographic regions. Additionally, researchers could conduct primary research, such as surveys or interviews with industry stakeholders, to gain deeper insights into consumer preferences and industry trends. Lastly, future studies could explore the impact of emerging technologies, such as artificial intelligence and virtual reality, on the artificial flower market.

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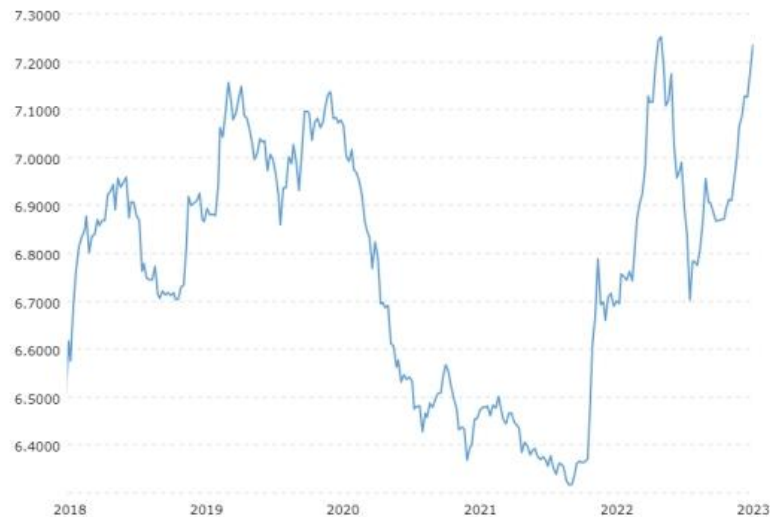
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## 9. Appendixes

Chart 3

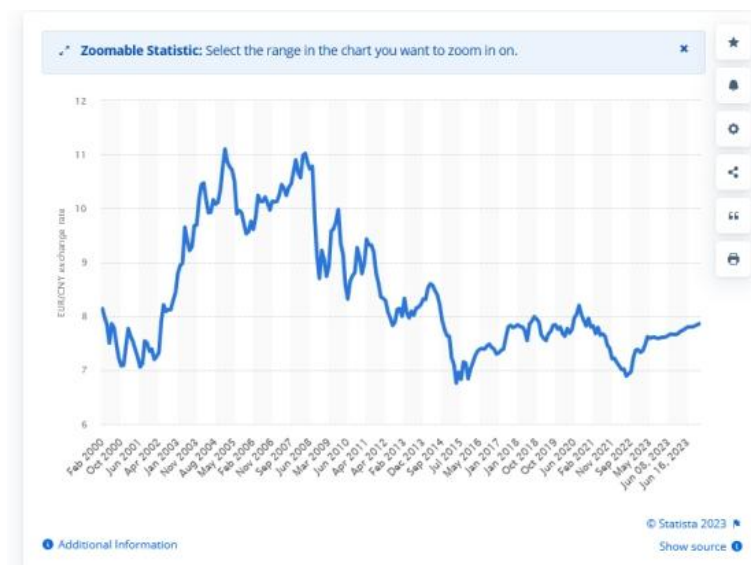
Dollar Yuan Exchange Rate - 5 Year Historical Chart



Source: macrotrends.net, 2023

Chart 4

Euro (EUR) to Chinese Yuan Renminbi (CNY) exchange rate from Feb 2000 - Jun 21, 2023

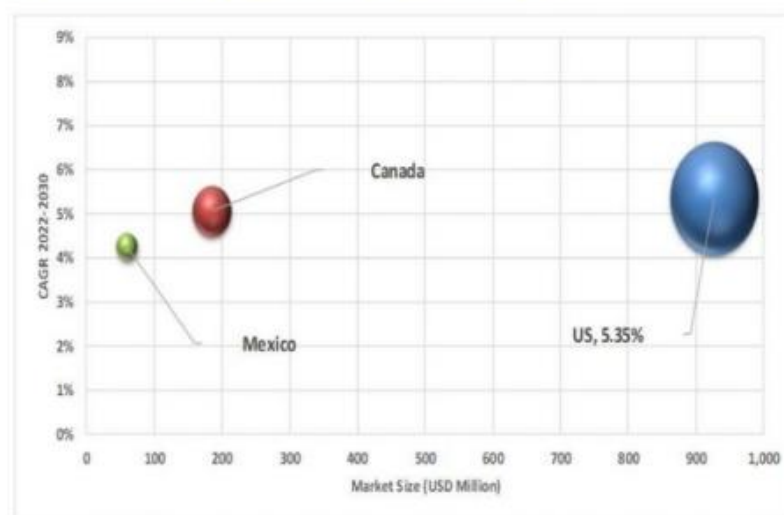


Source: statista.com, 2023

Chart 5

### North America Artificial Flower Market Attractiveness Analysis

North America Artificial Flower Market Attractiveness Analysis

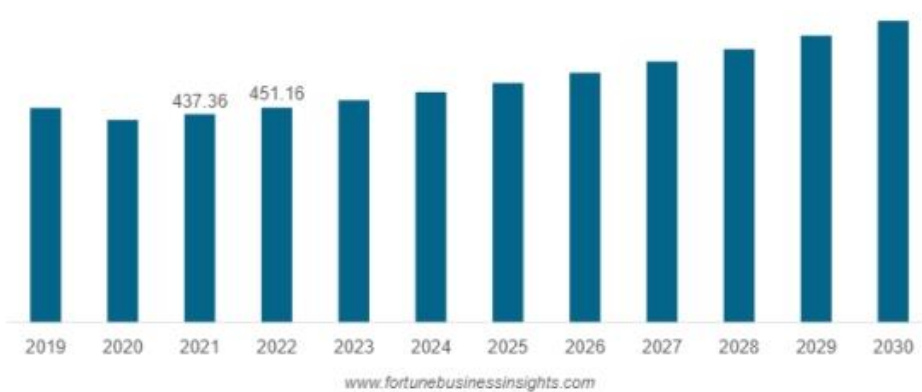


Source: verifiedmarketresearch.com, 2023

Chart 6

### Europe Artificial Flower Market Size, 2019-2030 (USD Million)

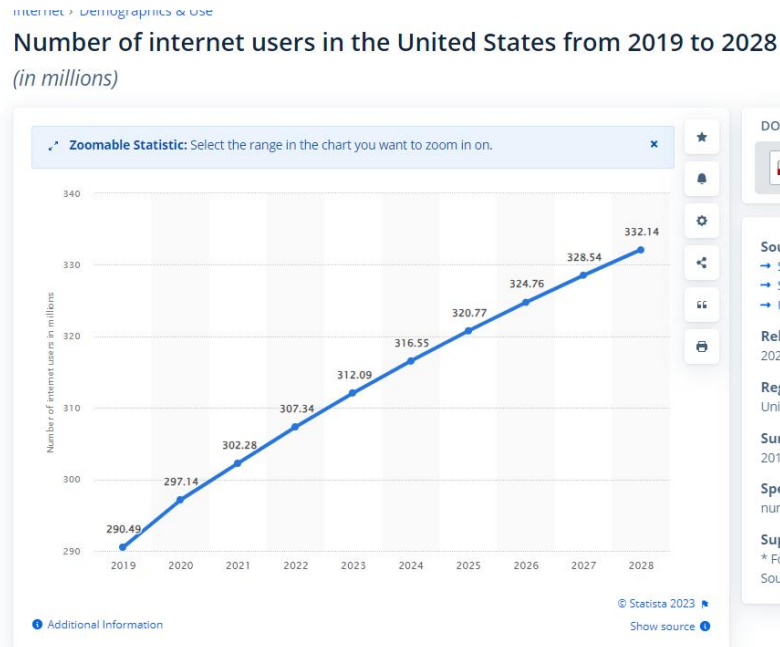
Europe Artificial Flowers Market Size, 2019-2030 (USD Million)



Source: fortunebusinessinsights.com, 2023

Chart 7

Number of internet users in the United States from 2019 to 2028 (millions)

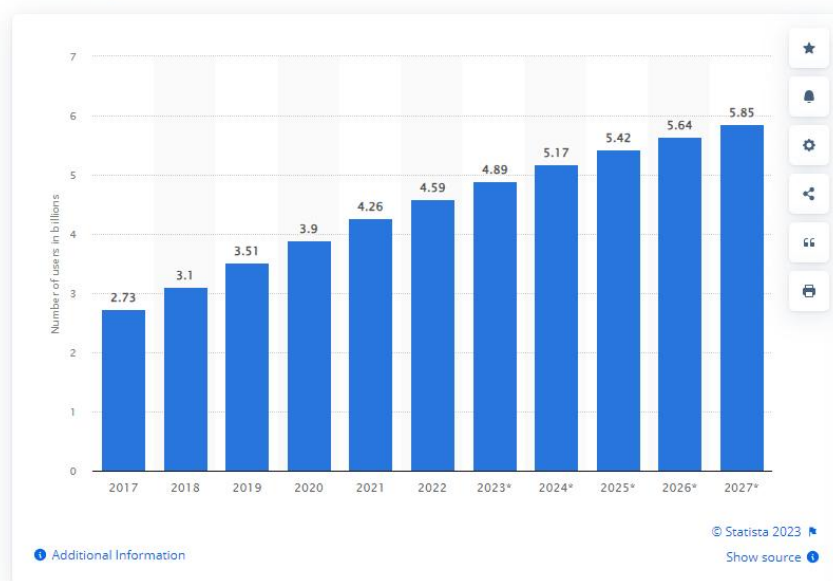


Source: statista.com, 2023

Chart 8

Number of social media users worldwide from 2017 to 2027

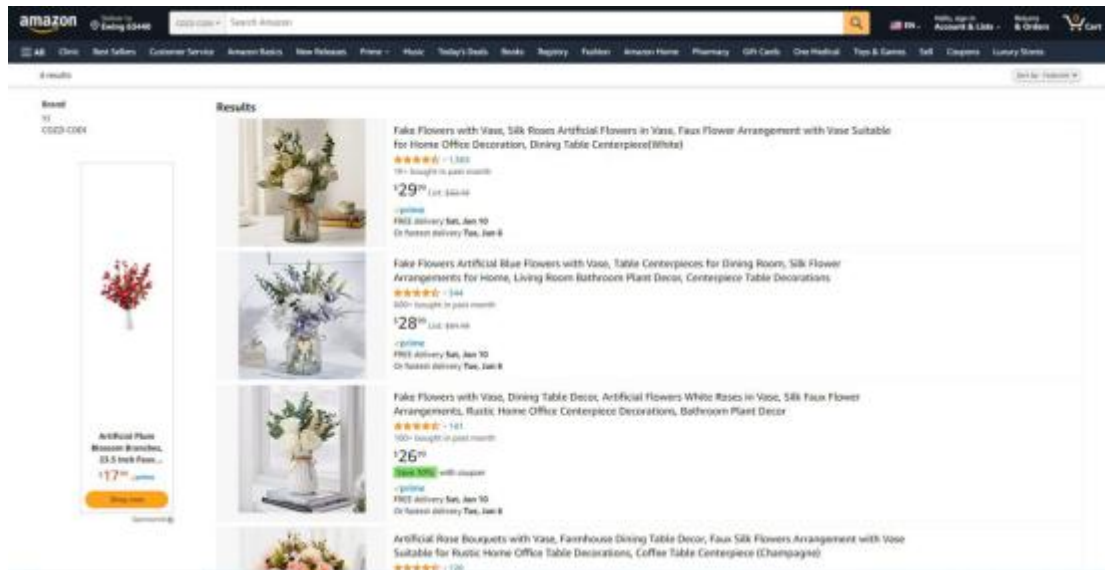
**Number of social media users worldwide from 2017 to 2027**  
(in billions)



Source: statista.com, 2023

Chart 9

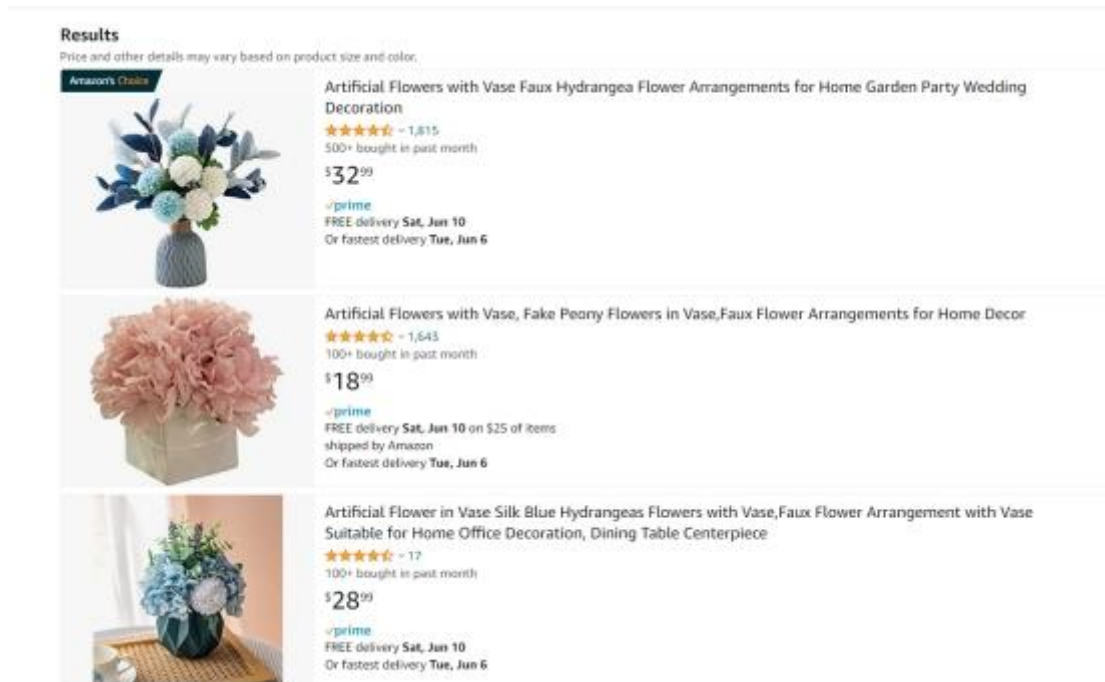
COZZI CODI Amazon storefront



Source: Amazon.com, 2023

Chart 10

NAWEIDA Amazon storefront



Source: Amazon.com, 2023

Table 14

## NAWEIDA Top 20 Sales Report 2019-2022

| Product Name                                                                                                                   | Brand   | Quantity | % of Total |
|--------------------------------------------------------------------------------------------------------------------------------|---------|----------|------------|
| NAWEIDA Artificial Rose with Ceramic Vases Fake Flower Arrangements Decorations for Home Kitchen or Office                     | NAWEIDA | 21120    | 12.16%     |
| NAWEIDA Artificial Flowers with Vase Faux Hydrangea Flower Arrangements for Home Garden Party Wedding Decoration               | NAWEIDA | 20113    | 11.58%     |
| NAWEIDA Artificial Flowers with Small Ceramic Vase Faux Hydrangea Flower Arrangements for Home Garden Party Wedding Decoration | NAWEIDA | 11663    | 6.71%      |
| NAWEIDA Artificial Flowers with Vase, Fake Peony Flowers in Vase,Faux Flower Arrangements for Home Decor                       | NAWEIDA | 9511     | 5.48%      |
| NAWEIDA Artificial Rose Bouquets with Ceramics Vase Fake Silk Rose Flowers Decoration for Table Home Office Wedding-Blue       | NAWEIDA | 8752     | 5.04%      |
| NAWEIDA Artificial Flowers with Vase Faux Flower Arrangements for Table Decor Table Centerpieces for Dining Room-Navy Blue     | NAWEIDA | 7958     | 4.58%      |

|                                                                                                                                                                                           |         |      |       |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------|------|-------|
| NAWEIDA Artificial Flowers with Small Ceramic Vase Silk Roses Fake Plants Eucalyptus Leaves Berries Flower Arrangements Decorations for Home(White)                                       | NAWEIDA | 6422 | 3.70% |
| NAWEIDA Forever Rose Flowers Gift,Galaxy Rose Flower Gift,Light Up Rose Flowers Gift,Glass Rose Flower Gift for Women,Valentine's Day,Mother's Day,Thanksgiving Day,Christmas,Anniversary | NAWEIDA | 5221 | 3.01% |
| NAWEIDA Galaxy Rose Flower Gift,Forever Rose Flowers Gift,Light Up Rose Flowers Gift,Glass Rose Flower Gift for Women,Valentine's Day,Mother's Day,Thanksgiving Day,Christmas,Anniversary | NAWEIDA | 4500 | 2.59% |
| NAWEIDA Colorful Rose Infinity Rose Galaxy Rose Flower Gifts for Valentine's Day Thanksgiving Mother's Day                                                                                | NAWEIDA | 3931 | 2.26% |
| Artificial Flowers with Vase,Fake Peony Flowers in Vase,Faux Hydrangea Flower Arrangements Home Office Decoration, Dining Table Centerpiece-Purple                                        | NAWEIDA | 3793 | 2.18% |
| NAWEIDA Rose Gifts for Women Galaxy Rose in Glass Dome,Rainbow Artificial Flower Rose Light Up Rose Gifts for Mom, Christmas,Valentines,Anniversary                                       | NAWEIDA | 3656 | 2.11% |

|                                                                                                                                                                |         |      |       |
|----------------------------------------------------------------------------------------------------------------------------------------------------------------|---------|------|-------|
| NAWEIDA Colorful Rose Artificial Gold Roses Flower Unique GiftsValentine's Day Thanksgiving Mother's Day Girl's Birthday, Best Gifts for Her for Girlfriend Wi | NAWEIDA | 3376 | 1.94% |
| NAWEIDA Artificial Flowers with Vase, Fake Peony Flowers in Vase,Faux Flower Arrangements for Home Decor                                                       | NAWEIDA | 3101 | 1.79% |
| NAWEIDA Artificial Flowers with Vase Faux Flower Arrangements for Table Decor Table Centerpieces for Dining Room-Navy Blue                                     | NAWEIDA | 3082 | 1.77% |
| NAWEIDA Galaxy Rose Flower Gift Beauty and The Beast Rose in Glass Dome with Lights Infinity Crystal Rose Flower Enchanted Glass Rose for Women                | NAWEIDA | 3079 | 1.77% |
| NAWEIDA Artificial Flowers with Vase Faux Flower Arrangements for Table Decor Table Centerpieces for Dining Room-Navy Blue                                     | NAWEIDA | 3078 | 1.77% |
| NAWEIDA Artificial Flowers with Vase Faux Flower Arrangements for Table Decor Table Centerpieces for Dining Room-Navy Blue                                     | NAWEIDA | 3077 | 1.77% |
| NAWEIDA Artificial Flowers with Vase Faux Flower Arrangements for Table Decor Table Centerpieces for Dining Room-Navy Blue                                     | NAWEIDA | 3076 | 1.77% |

|                                                                                                                            |         |      |       |
|----------------------------------------------------------------------------------------------------------------------------|---------|------|-------|
| NAWEIDA Artificial Flowers with Vase Faux Flower Arrangements for Table Decor Table Centerpieces for Dining Room-Navy Blue | NAWEIDA | 2731 | 1.57% |
|----------------------------------------------------------------------------------------------------------------------------|---------|------|-------|

Source: Amazon seller center,2023

Table 15

Top 20 Area Distribution of Artificial Flower Sales in United States of 2019-2022

| State | Brand   | Quantity | % of Total |
|-------|---------|----------|------------|
| CA    | NAWEIDA | 18702    | 10.78%     |
| FL    | NAWEIDA | 16271    | 9.37%      |
| TX    | NAWEIDA | 14970    | 8.62%      |
| NY    | NAWEIDA | 12668    | 7.30%      |
| PA    | NAWEIDA | 7559     | 4.35%      |
| IL    | NAWEIDA | 6960     | 4.01%      |
| NJ    | NAWEIDA | 6499     | 3.74%      |
| GA    | NAWEIDA | 5843     | 3.37%      |
| OH    | NAWEIDA | 6141     | 3.54%      |
| NC    | NAWEIDA | 5317     | 3.06%      |
| MI    | NAWEIDA | 5447     | 3.14%      |
| VA    | NAWEIDA | 4754     | 2.74%      |
| MD    | NAWEIDA | 4473     | 2.58%      |
| MA    | NAWEIDA | 4003     | 2.31%      |
| WA    | NAWEIDA | 3857     | 2.22%      |
| AZ    | NAWEIDA | 3823     | 2.20%      |
| IN    | NAWEIDA | 3273     | 1.89%      |
| TN    | NAWEIDA | 3169     | 1.82%      |
| CO    | NAWEIDA | 2695     | 1.55%      |
| MO    | NAWEIDA | 2663     | 1.53%      |

Source: Amazon seller center, 2023

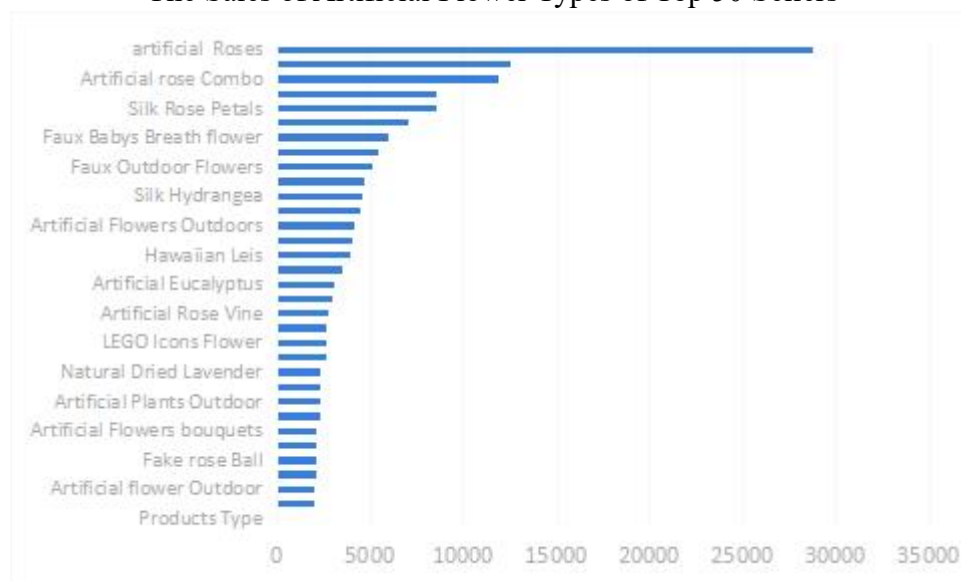
Table 16  
Top 50 Sellers of Artificial Flower on Amazon.com

| Ranking | Products Type               | Materials    | Company       | Estimated monthly sales |
|---------|-----------------------------|--------------|---------------|-------------------------|
| 1       | Icons Flower Bouquet        | plastic      | LEGO          | 12540                   |
| 2       | artificial Roses            | Polyethylene | Floroom       | 9120                    |
| 3       | Artificial Tulip            | plastic      | Mandy's       | 8490                    |
| 4       | Icons Wildflower Bouquet    | plastic      | LEGO          | 7080                    |
| 5       | Silk Rose Petals            | silk         | CODE FLORIST  | 6180                    |
| 6       | Eucalyptus Stems            | plastic      | CEWOR         | 5400                    |
| 7       | Faux Outdoor Flowers        | plastic      | CEWOR         | 5130                    |
| 8       | artificial Roses            | Polyethylene | Ling's Moment | 4110                    |
| 9       | Faux Babys Breath flower    | silk,plastic | Momkids       | 3990                    |
| 10      | Artificial Ivy Vines        | silk,plastic | Yatim         | 3980                    |
| 11      | Hawaiian Leis               | silk         | Funtoy        | 3900                    |
| 12      | artificial Roses            | Polyethylene | MACTING       | 3870                    |
| 14      | Fake Stems Plants Outdoor   | plastic      | ArtBloom      | 3540                    |
| 15      | artificial Roses            | Polyethylene | InnoGear      | 3210                    |
| 16      | Artificial Eucalyptus       | silk,plastic | Tiyard        | 3060                    |
| 17      | Babys Breath Flowers        | plastic      | Veryhome      | 2970                    |
| 18      | Artificial Rose Vine        | silk,plastic | PONKING       | 2760                    |
| 19      | Artificial Hydrangea        | silk,plastic | KISLOHUM      | 2670                    |
| 20      | LEGO Icons Flower           | plastic      | LEGO          | 2665                    |
| 21      | Silk Hydrangea              | silk,plastic | Flojery       | 2640                    |
| 22      | Artificial Peony            | silk,plastic | Duolvo        | 2610                    |
| 23      | Artificial Rose             | silk         | LZXD          | 2550                    |
| 24      | Artificial rose Combo       | silk,plastic | Serra Flora   | 2550                    |
| 25      | Artificial rose Combo       | silk,plastic | YYHUAWU       | 2490                    |
| 26      | artificial Roses            | Polyethylene | Mocoosy       | 2460                    |
| 27      | Artificial rose Combo       | silk,plastic | AmyHomie      | 2430                    |
| 28      | Artificial Flowers Outdoor  | plastic      | JEMONG        | 2400                    |
| 29      | Artificial rose Combo       | silk,plastic | FACINOC       | 2370                    |
| 30      | Silk Rose Petals            | silk         | Neo LOONS     | 2310                    |
| 31      | Artificial Flowers Outdoor  | plastic      | KLEMOO        | 2310                    |
| 32      | Natural Dried Lavender      | plants       | Uieke         | 2306                    |
| 33      | Fake Rose Vine              | silk,plastic | Miracliy      | 2300                    |
| 34      | Artificial Plants Outdoor   | plastic      | winspring     | 2295                    |
| 35      | Artificial Flowers Garland  | silk,plastic | Lvydec        | 2280                    |
| 36      | artificial Roses            | Polyethylene | Juvala        | 2190                    |
| 37      | Artificial Flowers bouquets | silk,plastic | KIRIFLY       | 2130                    |

|    |                             |              |               |      |
|----|-----------------------------|--------------|---------------|------|
| 38 | Artificial Flowers Outdoors | plastic      | AXYLEX        | 2122 |
| 39 | Artificial Lavender Flowers | plastic      | CEWOR         | 2100 |
| 40 | Fake rose Ball              | silk,plastic | NUPTIO        | 2100 |
| 41 | Artificial Boutonniere      | silk,plastic | Ling's Moment | 2050 |
| 42 | Faux Babys Breath flower    | silk,plastic | DEEMEI        | 2010 |
| 43 | Artificial flower Outdoor   | plastic      | Lnoicy        | 2005 |
| 44 | Artificial rose Combo       | silk,plastic | FACINOC       | 1980 |
| 45 | Artificial Calla Lily       | silk         | Mandy's       | 1975 |
| 46 | Artificial Flowers Outdoors | plastic      | KLEMOO        | 1969 |
| 47 | Artificial Rose             | silk,plastic | IUKnot        | 1950 |
| 48 | Silk Hydrangea              | silk,plastic | AVIVIHO       | 1890 |
| 49 | artificial Roses            | Polyethylene | AmyHomie      | 1880 |
| 50 | artificial Roses            | silk         | Kesoto        | 1874 |

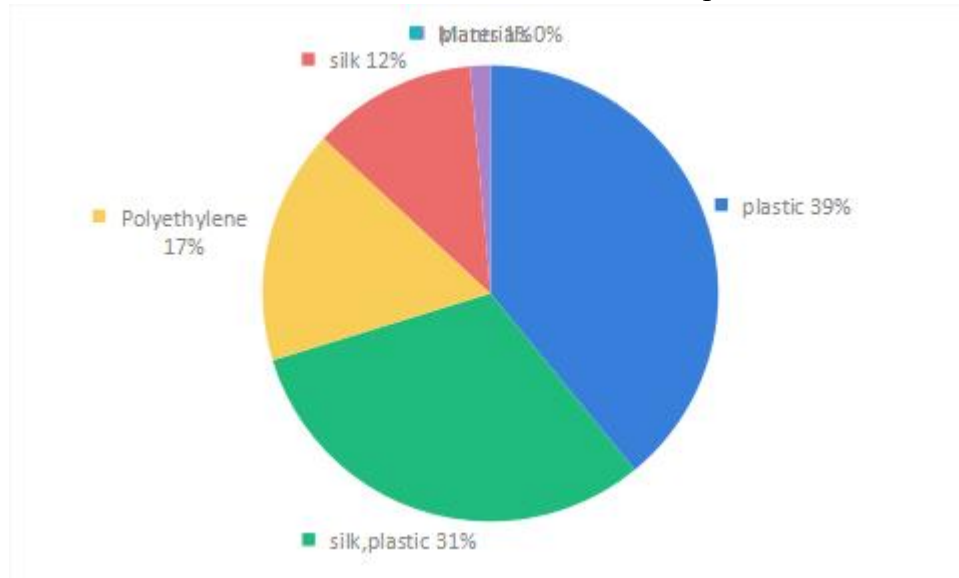
Source: Amazon.com, 2023

Chart 11  
The Sales of Artificial Flower Types of Top 50 Sellers



Source: Amazon.com, 2023

Chart 12  
The Sales of Artificial Flower Material of Top 50 Sellers



Source: Amazon.com, 2023