

## 2023 Challenge Puzzle: Social Media Marketing

### Case: Fresh-cut flowers business in India

Assume there was an online business in India, comparable to Amazon.com in the US, that sold media products (books, music, DVDs, software, video games), consumer electronics, and kitchen products (food processors, mixers, etc.) nationally. This business is now looking to add fresh-cut flowers as a category. What should the firm consider in each of these areas when deciding to launch or not?

- Selection
- Supply chain and fulfilment
- Pricing
- Customer experience
- Competitive positioning and differentiation
- Cost and profitability
- Anything else that needs to be taken into consideration

Given these considerations, would you recommend the flower category be launched? Why or why not? Please provide a 1-2 page explanation that addresses these questions. If you have more information to share, such as your assumptions, or analysis, please put them in an appendix. There is no need to share any data sources or references