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Internationalization and Business Development Plan for Naweida in North America

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MSc in Business Administration

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Iscte – Instituto Universitário de Lisboa

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PhD, Rui Vinhas da Silva, Full Professor

Iscte – Instituto Universitário de Lisboa

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BUSINESS
SCHOOL

Department of Marketing, Operations and General Management

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Resumo

Esta tese investiga a dinâmica de vendas de flores artificiais de uma empresa de comércio eletrônico transfronteiriço chinês na plataforma norte-americana da Amazon, com foco nas estratégias de aquisição e retenção de clientes. O comércio eletrônico transfronteiriço tem crescido exponentialmente com o aumento da conectividade global da internet, das mídias sociais e das tecnologias de big data, criando oportunidades substanciais para empresas no mercado internacional. As flores artificiais, devido ao seu design realista e durabilidade, ganharam popularidade significativa no mercado global, especialmente em plataformas de comércio eletrônico como a Amazon.

Esta pesquisa analisa dados-chave de vendas para identificar tendências de mercado e padrões de comportamento do consumidor. Explora como as estratégias de vendas da empresa contribuem para a aquisição de clientes e para a retenção a longo prazo em um ambiente altamente competitivo. Os resultados enfatizam a importância de uma mistura de marketing direcionada, de uma posicionamento eficiente do produto e do papel do serviço ao cliente na criação de lealdade do cliente e na manutenção do crescimento no mercado norte-americano.

Com base nas análises, a tese fornece recomendações estratégicas para melhorar o envolvimento do cliente, aprimorar o desempenho das vendas e otimizar a abordagem operacional da empresa na Amazon. Essas sugestões incluem aprimorar as ofertas de produtos, ajustar as campanhas de marketing para atrair novos clientes e fortalecer o suporte ao cliente para reter os compradores existentes. Além disso, a pesquisa destaca oportunidades de desenvolvimento de novos produtos, como a introdução de flores artificiais de tallos altos, que poderiam atender às preferências emergentes dos consumidores.

Em resumo, este estudo oferece insights valiosos sobre a interseção entre as estratégias de aquisição de clientes, retenção e otimização de vendas para flores artificiais no espaço do comércio eletrônico transfronteiriço, fornecendo recomendações práticas para a empresa a fim de aprimorar sua vantagem competitiva

na América do Norte.

Palavras-chave: Flores artificiais, Comércio electrónico transfronteiriço

Classificação JEL: M31, M11

Abstract

This thesis investigates the sales dynamics of artificial flowers by a Chinese cross-border e-commerce company on Amazon's North American platform, with a focus on customer acquisition and retention strategies. Cross-border e-commerce has surged with the rise of global internet connectivity, social media, and big data technologies, creating substantial opportunities for businesses in international markets. Artificial flowers, due to their realistic design and durability, have gained significant popularity in the global market, particularly on e-commerce platforms like Amazon.

This research analyzes key sales data to identify market trends and consumer behavior patterns. It explores how the company's sales strategies contribute to customer acquisition and long-term retention in a highly competitive environment. The findings emphasize the importance of a targeted marketing mix, efficient product positioning, and the role of customer service in fostering customer loyalty and sustaining growth in the North American market.

Based on the insights, the thesis provides strategic recommendations for enhancing customer engagement, improving sales performance, and optimizing the company's operational approach on Amazon. These suggestions include refining product offerings, adjusting marketing campaigns to attract new customers, and strengthening customer support to retain existing buyers. Additionally, the research highlights new product development opportunities, such as the introduction of high-stem artificial flowers, which could appeal to emerging consumer preferences.

In conclusion, this thesis offers valuable insights into the intersection of customer acquisition, retention, and sales optimization strategies for artificial flowers in the cross-border e-commerce space, providing practical recommendations for the company to enhance its competitive edge in North America.

Keywords: Artificial flowers, Cross-border e-commerce

JEL Classification: M31, M11

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1. Introduction

The artificial flower market has experienced significant growth in recent years, driven by increasing consumer demand for long-lasting, maintenance-free decorative solutions. This trend is further amplified by the rise of e-commerce and cross-border trade, which have transformed how businesses operate, enabling direct-to-consumer sales, expanded market reach, and enhanced brand visibility. As a result, sellers in this sector must navigate a highly competitive landscape while adapting to consumer preferences, pricing strategies, and digital marketing trends.

This thesis explores the artificial flower industry within the broader e-commerce ecosystem, with a particular focus on the U.S. market. We begin by analyzing the key market drivers, including urbanization, interior décor trends, and the growing preference for artificial over real flowers due to their cost-effectiveness, durability, and aesthetic appeal. Additionally, the thesis examines emerging trends such as the increasing popularity of high-stem artificial flowers (90 cm+), customization options, and eco-friendly materials.

To gain a deeper understanding of consumer behavior, we segment U.S. buyers into distinct categories based on demographics, regional preferences, and purchasing motivations. This segmentation enables a more targeted product assortment and marketing strategy, optimizing customer engagement and conversion rates. Additionally, we analyze the impact of pricing strategies (penetration, skimming, competitive, and value-based pricing) on consumer decision-making, highlighting the need for businesses to maintain a dynamic and adaptable approach.

The thesis also delves into the challenges and opportunities associated with cross-border e-commerce, including logistics, customs regulations, competitive positioning, and digital marketing strategies. A comprehensive market analysis incorporating SWOT, competitor benchmarking, and strategic recommendations equips businesses with the insights needed to differentiate themselves, maximize profitability, and expand their global reach.

Ultimately, this research aims to provide actionable strategies for businesses operating in the artificial flower market, helping them navigate industry complexities,

leverage e-commerce advancements, and sustain long-term growth in an evolving digital landscape.

2. Literature Review

2.1 E-commerce and cross-border trade

2.1.1 Definition and evolution of e-commerce

According to Sun and Wang (2015), 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. 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. Kim (2017) state that 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.

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 2.1 – 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 (2025)

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

Cross-border e-commerce has the following advantages

Cost Advantage

According to Li (2024) Cross-border e-commerce has significantly reduced relevant costs by optimizing operation and transaction processes. Specifically, the cross-border e-commerce model is able to eliminate the intermediate links in traditional international trade, such as wholesalers and distributors. In this way, it realizes a direct connection between producers and end consumers, thereby significantly reducing the circulation costs of goods. This model effectively avoids the price bubbles in the intermediate links, and at the same time, significantly reduces the costs of transportation and storage.

In addition, cross-border e-commerce platforms, by means of digital management and automated procedures, such as intelligent warehousing and order processing systems, have optimized their operation efficiency, and have significantly reduced labor costs and the error rate.

Focus Advantage

The focus advantage of cross-border e-commerce stems from its precise positioning of the target market and consumer needs. By leveraging big data analysis and artificial intelligence technologies, cross-border e-commerce platforms are capable of aggregating and deeply analyzing the purchasing habits, preferences, and feedback information of global consumers. This, in turn, helps enterprises formulate marketing strategies and product positioning.

The profound insights obtained based on data analysis can enable enterprises to more accurately grasp the unique needs of consumers in different regions, thus increasing the market coverage rate of products and consumer satisfaction.

Speed Advantage

The speed advantage of cross-border e-commerce is mainly reflected in two aspects: transaction speed and logistics distribution speed. Relying on digital and automated technologies, cross-border e-commerce platforms can highly optimize the transaction

process. Users can quickly access various product information on an online platform and complete the selection and settlement within a short period. The entire shopping process usually takes only a few minutes, meeting consumers' urgent needs for online shopping.

At the same time, with the support of the global logistics network, cross-border e-commerce enables the rapid distribution of goods. Many e-commerce enterprises have joined hands with international freight service providers to jointly build a global distribution network. Through careful planning of transportation routes and warehousing layouts, this network can ensure that goods are delivered to consumers in the shortest possible time.

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

Lack of perfect logistics channels

According to Wang (2024), logistics undertakes the function of cross-border delivery of goods. The development of cross-border e-commerce requires efficient support from cross-border logistics, including the control of logistics costs, the improvement of logistics timeliness, and the support of logistics technologies. The problems such as insufficient timeliness and security of logistics, as well as relatively high costs, have restricted the further development of cross-border e-commerce. Firstly, it is estimated that the current logistics cost in China is about twice that of developed countries, with a relatively long logistics time and high cost. Secondly, the logistics transportation technology needs to be improved. A large proportion of the goods traded in cross-border e-commerce are fresh products and the like, which require insulated transportation, resulting in relatively high costs.

Lack of online cross-border payment system

A sound payment system and an honest business environment are important cornerstones for the long-term and stable development of the cross-border e-commerce industry. In cross-border e-commerce transactions, payment behaviors are often affected by various factors such as the Internet, laws, exchange rates, and

credit, and there are relatively high risks, sometimes causing serious economic losses to consumers. Therefore, a significant bottleneck restricting the development of cross-border e-commerce is the relatively high credit risk of relevant merchants.

There is a serious information asymmetry in the process of cross-border e-commerce transactions. Coupled with the incomplete construction of the integrity system, it leads to a low cost of dishonesty for merchants, giving rise to frequent problems such as counterfeiting and selling fake goods, infringing intellectual property rights, maliciously brushing up sales figures, leaving false reviews, and providing inadequate after-sales services. In this way, it is likely to trigger serious distrust among consumers towards cross-border e-commerce transactions.

A single way of business promotion and traffic acquisition

Zhong (2016) state that 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.

2.2 Consumer behavior and buying patterns in the artificial flower market

2.2.1 Factors influencing consumer behavior in purchase online

According to Roesch (2018), 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.

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.

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.

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.

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.

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.

2.2.2. Consumer Buying Decision

Widjaja and Rahmat (2017) state that Consumer buying decisions are consumer behavior in choosing or determining products to achieve satisfaction in accordance with their wishes and needs. Consumer buying decisions are important factors in determining the existence of the company. Nasrul (2020) argued that 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. Therefore, buying decisions are important things to consider because every company would want high consumer purchases of the products offered by the company. Hasibuan (2017) state that 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. According to Isp Buntojo (2021) study shows that consumer buying decision based on the five factors: product design, price, promotion, product quality and service. This will further optimize 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 valued at USD 1.70 billion in 2024. It is projected to be worth USD 1.78 billion in 2025 and reach USD 2.56 billion by 2032, exhibiting a CAGR of 5.33% during the forecast period. (Fortunebusinessinsights, 2024)

2.3.1. The Artificial Flower Market in US

According to Grandviewresearch (2024) the latest market report titled “U.S. Artificial Flowers Market Size & Outlook, 2024-2030”. The report predicts the artificial flowers market in the United States is expected to reach a projected revenue of US$ 602.8 million by 2030. A compound annual growth rate of 4.8% is expected of

the United States artificial flowers market from 2025 to 2030.

Reportlinker (2021) shows 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.

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, 2024).

3.Methodology

3.1. Research Objective

The objective of this thesis is to analyze the factors influencing the sales of artificial flowers in the context of cross-border e-commerce, identifying the key drivers and challenges in this market. By leveraging data analytics from Amazon, this thesis aims to provide insights into consumer behavior, competitive landscape, and strategic approaches to enhance sales performance in this sector.

3.2. Overview of Research Methods

This research is based entirely on quantitative data obtained through Amazon analytics. The research framework follows these methods:

Data Extraction from Amazon Analytics: Collecting sales performance metrics, customer reviews, and market trends from Amazon's internal analytics.

Descriptive Statistical Analysis: Summarizing purchasing patterns, pricing trends, and consumer preferences.

Correlation and Trend Analysis: Identifying relationships between product attributes, pricing, and sales performance.

Competitor Benchmarking: Comparing sales data across competing products to assess market positioning.

3.3. Data Collection from Amazon Analytics

The primary source of data for this thesis is Amazon analytics, which provides detailed insights into:

Sales Performance: Revenue, order volume, and seasonal trends.

Customer Behavior: Click-through rates, conversion rates, and repeat purchases.

Pricing Strategies: Impact of discounts, promotions, and competitor pricing.

Customer Reviews and Ratings: Sentiment analysis of customer feedback.

All data was collected over a six-month period, ensuring sufficient breadth and depth to analyze market trends effectively.

3.4. Population and Sample

Since this thesis relies on Amazon analytics, the population consists of all consumers who purchased artificial flowers on Amazon within the selected timeframe. The sample is defined by:

Time Period: Data collected from the past six months.

Product Categories: Artificial flowers across various subcategories.

Geographic Scope: Sales data from key markets, including North America and Europe.

3.5. Data Analysis

The collected data is analyzed using the following methods:

Descriptive Statistical Analysis: Summarizing trends in sales, customer preferences, and pricing.

Trend Analysis: Identifying seasonal patterns and long-term shifts in consumer demand.

Correlation Analysis: Examining the relationships between product attributes, pricing, and sales performance.

Sentiment Analysis: Evaluating customer feedback to identify key satisfaction drivers and areas for improvement.

3.6 Ethical Considerations

This thesis adheres to ethical research guidelines, ensuring that data is anonymized and used solely for academic purposes. No personally identifiable information is collected or analyzed.

By leveraging Amazon analytics, this methodology provides a data-driven framework to explore the dynamics of artificial flower sales in cross-border e-commerce, offering valuable insights for industry stakeholders.

4. Findings

4.1 External Analysis

4.1.1 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 NAWEIDA spanning 2020 to 2024(Appendix 1-Sales of Artificial Flower,NAWEIDA,2024), there were a reported 194,034 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 (22,993 units), Florida (19,190 units), Texas (17,851 units), and New York (16,241 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 18,540 units, underlining the enormity of consumer demand (Amazon data, 2024).

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 Mandy's ,SITUMEIZI, Floroom 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, 2024). 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.

4.1.1.1 Political and Legal factors

According to Xu and Zhang (2021), 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.

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.

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.

4.1.1.2. 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 May 12, 2021 to Jluly 12, 2024. 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. Chen (2024) argued that 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.

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 821.31

Million in 2024 and is projected to grow to USD 1235.82 Million by 2031 with a CAGR of 5.24% between 2024-2031. The North America Artificial Flower Market Attractiveness Analysis shows as picture 3. (verifiedmarketresearch, 2024) According to the picture 4, we can see that the Europe Artificial Flower Market Size in 2024 is 483.97 USD Million. Chen (2024) state that 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. The total population of US in 2022 is 333,287,557. The GDP per capita of US in 2022 is $76,399(global edge, 2024). So our main market for artificial flowers is US.

4.1.1.3 Social and Culture Factors

According to Lai (2024), 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 1108.33 millions in 2024 and would reach 1.21 billion by 2027. 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, 2024) . 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, 2024).This provides a broad space for the development of cross-border e-commerce. Wang (2022) state that 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. In 2024, there were around 1.02 billion social media users in China and would reach 1.2 billion by 2027. (Lai, 2024). 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, 2024). 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,2024). Xu (2024) argued that 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.

4.1.1.4 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 2024, over 1.1 billion people in China accessed the internet through their mobile phone. This figure was projected to surpass the 1.2 billion by 2027. (Lai, 2024). 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, 2024).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, 2024) 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. Zhang and Fan (2021) 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.

Wu and Guo (2020) pointed out that 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.

4.1.1.5 Competition Analysis

4.1.1.5.1 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 Three 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 1000 pcs, our sales is far less than this store.

4.1.1.5.1.1 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.

4.1.1.5.1.2 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.

4.1.1.5.1.3 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.

4.2 Internal Analysis

4.2.1 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.

4.2.2 Analysis of Current Sales Issues

4.2.2.1 Product Sales Analysis

The sales data for NAWEIDA products from 2020 to 2024 reveals significant insights into consumer preferences and product performance on the Amazon North America platform. The top-performing product is the "NAWEIDA Artificial Rose with Ceramic Vases Fake Flower Arrangements Decorations for Home Kitchen or Office," with a total sales volume of 30,245 units, representing 14.26% of overall sales. This product’s enduring success can be attributed to its versatility — it fits seamlessly into various environments, such as living rooms, offices, kitchens, and even event spaces, catering to consumers seeking low-maintenance yet visually appealing decor. The inclusion of a ceramic vase adds value by offering customers a complete decorative solution, eliminating the need to purchase additional containers.

Closely following is the "NAWEIDA Artificial Flowers with Vase Faux Hydrangea Flower Arrangements for Home Garden Party Wedding Decoration," with 24,763 units sold (12.31% of total sales). The product’s versatility across multiple occasions — from everyday home decor to special events like weddings and parties — makes it

an attractive option for consumers looking for long-lasting floral arrangements. Hydrangeas' full, lush appearance likely appeals to those seeking statement pieces, while the pre-arranged vase format simplifies the buying decision for consumers unfamiliar with floral design.

Other standout products include:

Silk Roses Artificial Flowers in Vase, Fake Flowers with Vase, Faux Flower Arrangement with Vase for Home Office Decoration, Dining Table Centerpiece: 15,313 units sold (7.62%).

NAWEIDA Artificial Flowers with Vase, Fake Peony Flowers in Vase, Faux Flower Arrangements for Home Decor: 13,161 units sold (6.22%).

12 Pcs Mixed Eucalyptus Leaves Stems, Greenery Stems Faux Greenery Branches for Wedding Bouquet Table Centerpieces-Green: 11,402 units sold (5.83%).

NAWEIDA Artificial Flowers with Vase Faux Flower Arrangements for Table Decor Table Centerpieces for Dining Room-Navy Blue: 9,958 units sold (5.08%).

NAWEIDA Artificial Flowers with Small Ceramic Vase Silk Roses Fake Plants Eucalyptus Leaves Berries Flower Arrangements Decorations for Home (White): 8,657 units sold (4.32%).

Artificial Flowers with Vase, Fake Peony Flowers in Vase, Faux Flower Arrangements for Home Decor: 7,072 units sold (3.86%).

NAWEIDA Galaxy Rose Flower Gift, Forever Rose Flowers Gift, Light Up Rose Flowers Gift, Glass Rose Flower Gift for Special Occasions: 6,489 units sold (3.43%).

NAWEIDA Colorful Rose Infinity Rose Galaxy Rose Flower Gifts for Valentine's Day, Mother’s Day, and Other Celebrations: 4,988 units sold (3.12%).

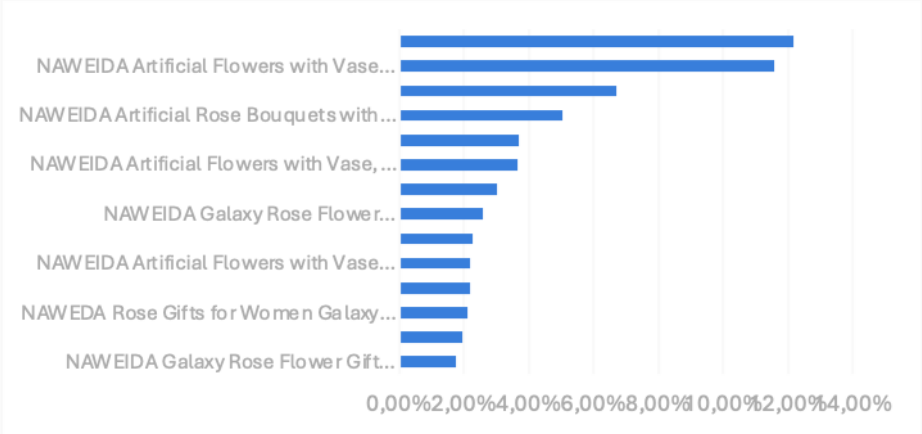
It is interesting to note that the top five products all include a vase, indicating a strong preference among customers for products that come with their own container for display. Additionally, the majority of the top-selling products are variations of rose and hydrangea artificial flowers, suggesting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

Figure 4.1

NAWEIDA Top 20 Sales Report 2020-2024



Source: Amazon seller center (2024)

4.2.2.2 Regional Sales Distribution Analysis

The regional sales data from 2020 to 2024 highlights the geographical distribution of NAWEIDA's customer base across the United States. The highest sales volume comes from California (CA), with 24,177 units sold, accounting for 11.85% of total sales.

California's large population, diverse demographic, and high concentration of affluent consumers contribute to strong demand for home decor products. Additionally, the state’s status as a hub for trends and aesthetics — particularly in cities like Los Angeles and San Francisco — likely fuels interest in visually appealing items like artificial flowers.

Florida (FL) and Texas (TX) follow closely, with 19,921 units (9.89%) and 18,620 units (9.20%), respectively. These states' high population densities and robust economies drive consumer spending, while factors like Florida's humid climate may make artificial flowers a more practical alternative to real plants.

Other notable states include:

New York (NY): 16,318 units sold (8.37%).

Pennsylvania (PA): 9,843 units sold (5.03%).

Illinois (IL): 8,965 units sold (4.46%).

Georgia (GA): 7,983 units sold (4.14%).

North Carolina (NC): 7,854 units sold (4.07%).

New Jersey (NJ): 7,329 units sold (3.79%).

Ohio (OH): 7,325 units sold (3.79%).

Michigan (MI): 6,489 units sold (3.35%).

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.

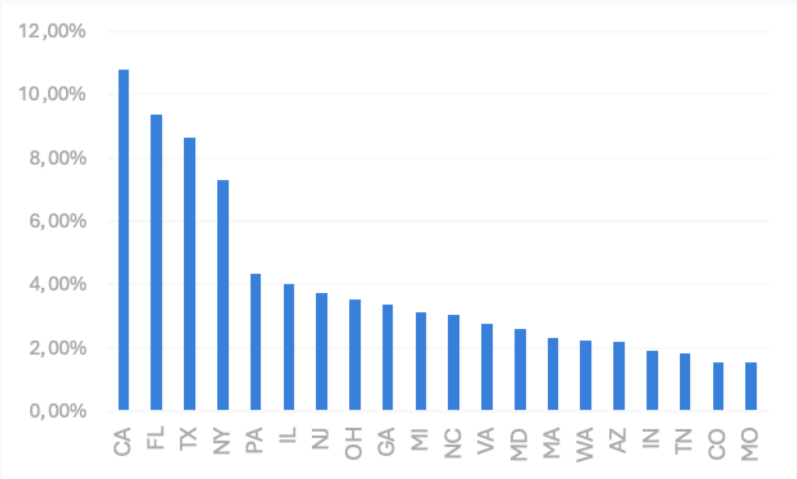
Climate: The climate in these states may also contribute to the demand for

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.

Figure 4.2

Top 20 Area Distribution of Artificial Flower Sales in United States of 2020-2024



Source: Amazon seller center (2024)

4.2.3 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 4.1

Age distribution of the customers for sales 2020-2024

Age	Order Units	% of total
35-44	48509	25%
45-54	42688	22%
25-34	36867	19%
55-64	29105	15%
65+	27165	14%
18-24	9702	5%

Source:Amazon seller center (2024)

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 4.2

Income distribution of the customers for sales 2020-2024

Income	Order Units	% of total
$75,000-$99,999	38807	20%
$200,000-$249,999	15523	8%
$125,000-$149,999	27165	14%
$150,000-$174,999	13582	7%
$50,000-$74,999	38807	20%
$100,000-$124,999	25224	13%
>$250,000	21344	11%
$175,000-$199,999	11642	6%

Source: Amazon seller center (2024)

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 4.3

Education distribution of the customers for sales 2020-2024

Education	Order Units	% of total
Some College	58210	30%
Bachelor's Degree	48509	25%
High School Graduate	44628	23%
Graduate Degree	29105	15%
Less than High School	13582	7%

Source: Amazon seller center (2024)

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 4.4

Gender distribution of the customers for sales 2020-2024

Gender	Order Units	% of total
Female	137764	71%
Male	56270	29%

Source:Amazon seller center (2024)

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 4.5

Marital status distribution of the customers for sales 2020-2024

Marital Status	Order Units	% of total
Married	112540	58%
Single	27165	14%

Source: Amazon seller center (2024)

4.3 Competitive Analysis

4.3.1 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 4.6

SWOT Analysis

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

Source: Author (2025)

5.Improvement Measures

5.1. Expand Product Line and Customization

Analyzing our current sales data, we have identified strong consumer demand for artificial roses, tulips, and seasonal flowers such as poinsettias during Christmas. While these categories perform well, there is an underserved niche in the market for high-stem, large artificial flowers (90 cm and above). Currently, few sellers offer such products on Amazon, yet those that do have achieved strong sales figures. This indicates a promising opportunity for expansion.

To differentiate NAWEIDA from competitors and position ourselves as a leader in this segment, we will:

Introduce a new collection of high-stem artificial flowers (90 cm and above): Expanding beyond short and medium-sized artificial flowers, we will develop an exclusive line of taller floral arrangements, catering to customers looking for statement pieces for home, office, and event decor.

Expand floral variety: While roses and tulips remain customer favorites, we will also include other large, elegant flowers like peonies, sunflowers, orchids, cherry blossoms, and pampas grass, catering to diverse aesthetic preferences.

Customization options: Offering customers the ability to select different color variations, bouquet arrangements, and stem lengths will enhance personalization and consumer satisfaction.

Bundle options: Pairing high-stem artificial flowers with complementary decorative accessories, such as premium vases or lighting options, will add value and convenience for consumers.

Develop seasonal and themed collections: Creating limited-edition arrangements for specific holidays (Christmas, Thanksgiving, Mother’s Day) will increase repeat purchases and seasonal demand.

By diversifying our product line and focusing on high-stem artificial flowers, we can attract new customer segments, differentiate our brand, and strengthen our market

position in the U.S. artificial flower industry.

5.2 Enhanced Marketing and Promotion Strategies

To effectively introduce and promote our new high-stem artificial flower line, we will implement a multi-channel marketing strategy that leverages social media, influencer collaborations, and targeted advertising.

Social Media Marketing: Platforms like Instagram, Pinterest, and TikTok are highly visual and attract home decor enthusiasts. We will create engaging content, such as styling ideas, before-and-after transformations, and user-generated content, to showcase how our tall artificial flowers elevate spaces.

Influencer Collaborations: Partnering with home decor influencers, interior designers, and wedding/event planners will increase credibility and reach. We will send PR packages to influencers specializing in luxury home styling, event decor, and DIY floral arrangements to generate authentic reviews and recommendations.

Amazon PPC and Sponsored Ads: Given that most of our sales come from Amazon, we will allocate a larger budget for PPC advertising, focusing on high-converting keywords like "tall artificial flowers," "large faux floral arrangements," and "90cm+ silk flowers."

Seasonal and Event-Based Promotions: Running time-limited promotions for holidays (e.g., discounts on large poinsettias for Christmas) and creating exclusive bundles for wedding decor will drive sales during peak periods.

User-Generated Content (UGC): Encouraging customers to share photos of our products in their homes/offices and rewarding them with discounts will build brand advocacy and social proof.

By executing these promotional strategies, we will ensure that our new high-stem artificial flower collection gains strong visibility and traction among U.S. consumers.

5.3 Focus on Geographic Targeting

Our regional sales analysis indicates that demand for artificial flowers is particularly strong in key U.S. states such as California, Florida, Texas, New York, and Illinois. We will implement localized marketing campaigns to further penetrate these high-demand regions.

Urban Targeting: In metropolitan areas like Los Angeles, Miami, and New York City, consumers favor premium home decor due to compact living spaces and modern interior trends. High-stem artificial flowers offer an elegant alternative to real plants, requiring minimal upkeep.

Event-Heavy Locations: Florida and California, being hubs for weddings, hospitality, and corporate events, present an opportunity to target event planners, hotels, and banquet halls that require large, elegant floral arrangements.

Climate-Sensitive Marketing: States with harsh winters (New York, Illinois, Michigan) or extreme heat (Texas, Arizona) see higher demand for low-maintenance artificial plants. We will emphasize the year-round beauty and durability of our products.

Amazon Geo-Targeted Advertising: We will allocate higher ad spend for top-selling states, ensuring that our PPC campaigns prioritize consumers in these regions.

By focusing our marketing and distribution efforts on high-demand locations, we can maximize conversions and strengthen our brand presence in key U.S. markets.

5.4 Strengthen E-Commerce Presence

With Amazon being our primary sales channel, optimizing our product listings and online storefront will be crucial in driving conversions.

High-Quality Product Listings: Each product will feature high-resolution images, lifestyle photography, and detailed descriptions emphasizing realistic textures, durability, and premium craftsmanship.

Video Demonstrations: We will produce short video clips showcasing our artificial

flowers in real-life settings, highlighting their size, quality, and ease of use.

Enhanced A+ Content: Implementing comparison charts, infographics, and in-depth product storytelling will further engage potential buyers.

Customer Review Management: Actively encouraging reviews and responding to feedback will boost credibility and trust. Offering incentives like discount codes for verified reviews will increase user-generated content.

Amazon Storefront Customization: A well-branded Amazon store featuring collections by size, occasion, and design style will make it easier for customers to explore and purchase our products.

By refining our e-commerce approach, we can increase conversion rates, improve the customer experience, and boost brand loyalty.

5.5 Collaboration and Partnerships

Partnering with relevant industry players will allow us to scale our business, reach new customers, and refine our product offerings.

Event & Wedding Planners: Forming B2B partnerships with event organizers and decorators will position our high-stem artificial flowers as a go-to solution for grand floral installations, venue decor, and luxury home staging.

Interior Designers & Home Staging Companies: Collaborating with professional interior stylists will help introduce our products into high-end home and commercial spaces.

E-Commerce Platforms Beyond Amazon: Exploring partnerships with Wayfair, Etsy, and Walmart Marketplace will expand our distribution channels and reduce dependence on a single platform.

These strategic collaborations will broaden our customer base and reinforce our position as a leader in premium artificial floral decor.

5.6 Continuous Monitoring and Feedback Loop

To maintain agility in a competitive market, we will implement a data-driven decision-making approach by continuously analyzing sales trends, customer feedback, and competitor movements.

Sales Performance Tracking: Monthly and quarterly evaluations of top-selling SKUs will help us identify emerging trends and adjust inventory accordingly.

Customer Feedback Integration: Actively collecting and analyzing reviews, conducting surveys, and engaging with customers on social media will provide insights into consumer preferences and areas for improvement.

Competitor Benchmarking: Regularly monitoring competitor pricing, product offerings, and marketing strategies will allow us to stay ahead of industry trends.

This continuous feedback loop will enable swift adjustments, ensuring that our product line and strategies remain aligned with market demand.

5.7. Marketing Strategy

5.7.1. Segmentation, Targeting, and Positioning (STP)

5.7.1.1 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.

5.7.2 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.

5.7.3 Positioning

We will position NAWEIDA as the leading provider of high-stem, premium artificial flowers with the following differentiators:

Exclusive Tall Artificial Flowers

Unlike competitors focusing on short-stem designs, we offer unique, large-scale floral arrangements ideal for luxury interiors, corporate settings, and event decor.

Premium Quality & Realism

Our products use high-grade silk, lifelike textures, and meticulously designed petals and stems to closely resemble fresh flowers.

Customizable & Diverse Arrangements

Consumers can choose from various styles, sizes, and color palettes, ensuring personalized home or event decor solutions.

Affordable Luxury

We maintain a balance between competitive pricing and premium craftsmanship, making elegant floral decor accessible to a broader audience.

By emphasizing these unique selling points, we will carve a distinct niche in the high-end artificial flower market and solidify NAWEIDA's reputation as an industry leader.

5.7.4 Marketing-Mix

5.7.4.1 Product

Features:

Design Diversity:

Our artificial flowers go beyond simple natural imitations—they are meticulously crafted with creativity and precision. With a dedicated design team, we ensure that

each product is unique and tailored to various customer preferences, fitting different home decor styles, special occasions, and seasonal events. Whether for a festive celebration, a modern minimalist home, or a vibrant outdoor gathering, our products offer a broad range of styles.

Longevity & Durability:

Unlike real flowers that wilt quickly, our artificial flowers are designed for long-lasting beauty. Constructed from high-quality silk, plastic, and PU materials, they retain their fresh appearance for years. This durability ensures customers get maximum value, making our products ideal for home décor, weddings, and corporate settings.

Variety & Customization:

Our product range is carefully curated to meet the diverse needs of the American market. We offer everything from traditional roses and tulips to modern eucalyptus stems and wildflower bouquets. Additionally, we incorporate customer feedback to introduce fresh, trendy designs tailored to emerging market preferences.

To better illustrate our product offerings, the table below categorizes our assortment based on identified target groups:

Table 5.1

Product assortment for the US market

Segmentation Criteria	Target Group	Product Reference (SKU)
Age	25-34 years old (young professionals, first-home buyers)	NWD-AF-189
Age	35-54 years old (established homeowners, gift buyers)	NWD-AF-282
Gender	Female (home décor enthusiasts, event planners)	NWD-AF-250
Income	Middle-income earners ($50,000-$150,000 annually)	NWD-AF-226

Education	High school graduates & some college education	NWD-AF-268
Regional Preferences	Urban areas (limited green spaces, compact homes)	NWD-AF-282
High Demand Locations	California, Florida, Texas, New York (high event demand)	NWD-AF-189

Source: Author (2025)

25-34 Years Old: This group often sets up their first homes, hosts social gatherings, and is drawn to modern aesthetics. Trendy, colorful bouquets (e.g., NWD-AF-189) cater to their dynamic lifestyles.

35-54 Years Old: More financially stable, this group prioritizes classic, elegant arrangements for home décor and gifting purposes (e.g., NWD-AF-282).

Gender Targeting: Women are the primary purchasers, as they typically lead home decoration and event planning. Floral arrangements designed for various occasions (e.g., NWD-AF-250) resonate well with this audience.

Middle-Income Earners: This group seeks affordability and quality. Durable yet stylish artificial flowers (e.g., NWD-AF-226) provide an attractive value proposition.

Education Segment: Our products appeal to a broad consumer base, including those with high school or some college education. Vibrant, lifelike flower designs (e.g., NWD-AF-219) align with their preferences.

Urban Areas: Due to limited natural greenery and compact living spaces, artificial plants with a minimalist, modern touch (e.g., NWD-AF-282) are in high demand.

High-Demand Locations: Urban states with large event industries, such as California, Florida, Texas, and New York, require high-quality floral arrangements for weddings, corporate events, and interior decoration (e.g., NWD-AF-189)

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 refined market segmentation, NAWEIDA will tailor its product offerings to meet the distinct needs of various customer groups. Given the growing demand for tall artificial flowers (90 cm and above), we will strategically develop and position these products to capture unmet market opportunities.

Table 5.2

Segmented Product Offering Strategy

Target Group	Market Needs & Preferences	SKU Reference	Description
Urban Population	Compact living spaces with limited greenery. Preference for modern, space-efficient décor.	NWD-AF-211, NWD-AF-268	Small-sized, minimalist artificial flower arrangements suitable for apartments and offices.
Event Venues	Demand for grand, eye-catching floral displays for weddings, corporate events, and Hollywood productions.	Upcoming 95cm+ Tall Floral Series, NWD-AF-283	Large artificial flower arrangements with dramatic visual appeal for elegant event decoration.

Tourist Resorts	Preference for vibrant, tropical, and exotic floral arrangements to enhance guest experiences.	NWD-AF-272, Tall Exotic Floral Series	Artificial Bird of Paradise plants and large tropical-themed floral displays.
Rural Areas	Preference for natural-looking flowers that blend seamlessly with outdoor settings.	NWD-AF-246, Tall Rustic Floral Series	Mixed eucalyptus stems and tall wildflower arrangements

Source: Author (2025)

Urban Population – Small, Modern, and Space-Saving Designs

Urban dwellers, especially in major metropolitan areas, often seek décor solutions that are stylish yet space-efficient. Given their limited living space, compact, minimalist floral arrangements are in high demand.

Key Products:

NWD-AF-211: Artificial Flowers with Vase, Fake Peony Flowers – Elegant and minimalistic, ideal for compact apartments.

NWD-AF-268: Artificial Flowers with Small Ceramic Vases – Perfect for desk decoration and modern interiors.

Design Features:

Space-saving, contemporary designs suitable for small apartments and offices.

Neutral and pastel color palettes that complement modern home aesthetics.

Event Venues – Large, Luxurious Floral Arrangements

The event industry requires high-impact, statement floral pieces that create a sense of grandeur. Tall artificial flowers (90 cm and above) are particularly suitable for event venues, as they offer visual drama without the maintenance required for real flowers.

Key Products:

Upcoming 95cm+ Tall Floral Series: Designed specifically for event decoration, featuring large faux hydrangeas, roses, and peonies.

NWD-AF-283: 2PC 37" Artificial White Flowers for All - Season Indoor Decoration – A classic, elegant option for table centerpieces at formal events.

Design Features:

Tall, dramatic floral arrangements suitable for weddings, corporate events, and red-carpet functions.

Luxurious color palettes (deep reds, whites, golds) to match premium event themes.

Customizable options for large-scale orders.

Tourist Resorts – Tropical, Exotic, and Lively Floral Arrangements

Resorts and luxury hotels prioritize lush, vibrant floral décor to enhance their ambiance and guest experience. These venues favor tropical-themed artificial flowers that mimic exotic flora.

Key Products:

NWD-AF-272: Artificial Bird of Paradise Plant, 3 Feet – Perfect for poolside or lounge areas.

Tall Exotic Floral Series: Featuring 90cm+ faux palm leaves, orchids, and tropical flower arrangements.

Design Features:

Bright, bold color themes (tropical greens, bright yellows, coral pinks) to evoke a sense of relaxation.

Water-resistant and UV-resistant materials for outdoor use.

Large, vibrant arrangements to enhance resort aesthetics.

Rural Areas – Natural, Wildflower-Inspired Arrangements

Consumers in rural areas prefer artificial flowers that look as close to nature as possible, blending seamlessly with outdoor settings such as farmhouses and countryside homes.

Key Products:

NWD-AF-246: 12 Pcs Mixed Eucalyptus Leaves Stems – Ideal for rustic indoor

and outdoor décor.

Tall Rustic Floral Series: Featuring 90cm+ wildflower arrangements, wheat stalks, and natural-looking greenery.

Design Features:

Natural textures and color palettes (earthy tones, soft pastels, and greens) for a realistic countryside aesthetic.

Large yet subtle floral arrangements that complement farmhouse-style homes and open spaces.

Durable materials suited for indoor and semi-outdoor use.

5.7.4.2 Price

Our diverse customer base includes individuals from various age groups, income levels, and purchasing behaviors. To maximize market penetration and profitability, we have carefully crafted a multi-tiered pricing strategy that includes penetration pricing, skimming pricing, competitive pricing, and value-based pricing.

Given our strategic shift towards high-stem artificial flowers (90 cm and above), we will also adjust pricing to reflect their premium positioning while maintaining affordability for mass-market products.

Pricing Strategy:

Table 5.3

Multi-Tiered Pricing Strategy

Pricing Strategy	Purpose & Market Justification
Penetration Pricing	Attract price-sensitive customers by offering competitive prices below market rates. Used for standard artificial flowers where differentiation is minimal.
Skimming	Maximize profits on exclusive, high-quality designs with unique

Pricing	aesthetics. Used for premium collections, including our new tall artificial flower line (90 cm+).
Competitive Pricing	Maintain attractiveness against competitors by setting prices at or slightly below market levels. Applied to mid-range products that compete on quality and affordability.
Value-Based Pricing	Set prices based on perceived customer value and willingness to pay. Used for high-end artificial flower arrangements and event décor.

Source: Author (2025)

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 artificial flowers, where competition is intense and differentiation is low, we will adopt penetration pricing. By setting prices slightly below competitors like "COZZI CODI" and other top sellers, we can attract price-sensitive customers, increase sales volume, and enhance brand recognition.

Table 5.4

Reference products for penetration pricing

Product Reference	Pricing Strategy	Competition Price	NAWEIDA Price
NWD-AF-211	Penetration	$20.99	$18.99
NWD-AF-283	Penetration	$26.99	$25.99
NWD-AF-284	Penetration	$19.99	$18.99

Source: Author (2025)

Skimming Pricing: For our unique, high-end designs, including our upcoming 95 cm+ tall artificial flower series, we will implement skimming pricing. This means setting prices higher than the competition to reflect premium quality, exclusivity, and high perceived value.

Table 5.5

Reference products for skimming pricing

Product Reference	Pricing Strategy	Competition Price	NAWEIDA Price
NWD-AF-210	Skimming	$25.99	$26.99
NWD-AF-189	Skimming	$25.99	$26.99
Upcoming 95cm+ Tall Floral Series	Skimming	$19.99	$21.99

Source: Author (2025)

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 5.6

Reference products for competitive pricing

Product Reference	Pricing Strategy	Competition Price	NAWEIDA Price
NWD-AF-282	Competitive	$22.99	$23.99
NWD-AF-228	Competitive	$18.99	$18.99
NWD-AF-268	Competitive	$19.99	$18.99

Source: Author (2025)

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 5.7

Reference products for value-based pricing

Product Reference	Pricing Strategy	Perceived Value	NAWEIDA Price
NWD-AF-272	Value-based	Low	$19.99
NWD-AF-250	Value-based	Medium	$26.99
NWD-AF-226	Value-based	High	$39.99

Source: Author (2025)

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.

5.7.4.3 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

optimize 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 optimized for states like CA, FL, TX, and NY, where the demand is highest, ensuring better ROI on marketing spend.

5.7.4.4 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 5.8

Marketing Activity Plan

Activity	**Timeline**	**Target Audience**	**Objective**	**Platform**	**Budget (USD)**
Valentine's Day Promo	Feb 1 - Feb 14	Couples, gift buyers	Drive sales for romantic floral gifts	Amazon Ads, Instagram	$1,000
Mother's Day Campaign	Apr 15 - May 12	Families, gift shoppers	Promote elegant bouquets	Facebook, Google Ads	$1,200
Summer Outdoor Push	June 1 - July 15	Garden enthusiasts	Increase demand for weather-resistant plants	Pinterest, TikTok	$800
Black Friday & Xmas	Nov 1 - Dec 31	Holiday shoppers	Maximize seasonal sales	Amazon PPC, Influencers	$5,000
Amazon Ads	Ongoing	Home decor buyers	Generate year-round traffic	Amazon PPC	$65,000
Total Annual Budget					$73,000

Source: Author (2025)

6.Conclusion

6.1. Research Conclusions

The U.S. artificial flower market continues to grow steadily, driven by urbanization, evolving consumer preferences, and the demand for low-maintenance, long-lasting floral décor. The increasing reliance on e-commerce and digital marketing has further expanded market reach, making online platforms a crucial sales channel for businesses in this sector.

Our strategic analysis has emphasized key competitive advantages, including direct factory collaboration, a focus on unique high-stem (90 cm+) artificial flowers, and a diversified pricing strategy. However, challenges such as intense competition, price wars, and counterfeit products necessitate continuous innovation and brand differentiation.

Through data-driven customer segmentation, we have identified distinct consumer groups, such as urban residents, event planners, hospitality businesses, and rural buyers, allowing us to tailor our product offerings and marketing strategies to meet their needs effectively. By aligning our portfolio with regional demands and consumer trends, we can enhance brand positioning and sales performance.

Furthermore, the rise of cross-border e-commerce presents global expansion opportunities. To capitalize on these prospects, businesses must navigate regional preferences, regulatory requirements, and localized marketing strategies. A well-structured approach to pricing, promotion, and distribution will be key to sustaining growth and maintaining a competitive edge in the market.

In conclusion, by leveraging our product differentiation, targeted marketing, and multi-platform sales strategy, NAWEIDA is well-positioned to strengthen its brand presence, increase market penetration, and expand internationally, while continuing to adapt to industry trends and consumer demands.

6.2. Research Limitations

This thesis 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 thesis focuses primarily on the US market, which may not be representative of global trends. Third, the thesis relies on publicly available data and sales reports from Amazon Seller Central, which may not capture the entire market landscape.

6.3. Suggestions for Future Research

Future research could expand the scope of this thesis 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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Appendixes

Table 4.7

NAWEIDA Top 20 Sales Report 2020-2024

Product Name	Brand	Quantity	% of Total
NAWEIDA Artificial Rose with Ceramic Vases Fake Flower Arrangements Decorations for Home Kitchen or Office	NAWEIDA	30245	14.26%
NAWEIDA Artificial Flowers with Vase Faux Hydrangea Flower Arrangements for Home Garden Party Wedding Decoration	NAWEIDA	24763	12.31%
Silk Roses Artificial Flowers in Vase,Fake Flowers with Vase,Faux Flower Arrangement with Vase for Home Office Decoration, Dining Table Centerpiece	NAWEIDA	15313	7.62%
NAWEIDA Artificial Flowers with Vase, Fake Peony Flowers in Vase,Faux Flower Arrangements for Home Decor	NAWEIDA	13161	6.22%
12 Pcs Mixed Eucalyptus Leaves Stems,Greenery Stems Faux Greenery Branches with 5 Kinds of Greenery Leaves for Wedding Bouquet Table Centerpieces-Green	NAWEIDA	11402	5.83%
NAWEIDA Artificial Flowers with Vase Faux Flower Arrangements for Table Decor Table Centerpieces for Dining Room-Navy Blue	NAWEIDA	9958	5.08%

NAWEIDA Artificial Flowers with Small Ceramic Vase Silk Roses Fake Plants Eucalyptus Leaves Berries Flower Arrangements Decorations for Home(White)	NAWEIDA	8657	4.32%
Artificial Flowers with Vase, Fake Peony Flowers in Vase,Faux Flower Arrangements for Home Decor	NAWEIDA	7072	3.86%
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	6489	3.43%
NAWEIDA Colorful Rose Infinity Rose Galaxy Rose Flower Gifts for Valentine's Day Thanksgiving Mother's Day	NAWEIDA	4988	3.12%
Artificial Flowers with Vase,Fake Peony Flowers in Vase,Faux Hydrangea Flower Arrangements Home Office Decoration, Dining Table Centerpiece-Purple	NAWEIDA	4062	2.54%
NAWEDA Rose Gifts for Women Galaxy Rose in Glass Dome,Rainbow Artificial Flower Rose Light Up Rose Gifts for Mom, Christmas,Valentines,Anniversary	NAWEIDA	3897	2.37%

NAWEIDA Colorful Rose Artificial Gold Roses Flower Unique GiftsValentine's Day Thanksgiving Mother's Day Girl's Birthday, Best Gifts for Her for Girlfriend Wife	NAWEIDA	3677	2.03%
Colorful Rose Artificial Gold Roses Flower Unique GiftsValentine's Day Thanksgiving Mother's Day Girl's Birthday, Best Gifts for Her for Girlfriend Wife Women	NAWEIDA	3457	1.89%
NAWEIDA Artificial Flowers with Vase Faux Flower Arrangements for Table Decor Table Centerpieces for Dining Room-Navy Blue	NAWEIDA	3238	1.82%
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	3233	1.79%
NAWEIDA Artificial Flowers with Vase Faux Flower Arrangements for Table Decor Table Centerpieces for Dining Room	NAWEIDA	3225	1.79%
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	3177	1.78%
NAWEIDA Artificial Flowers with Vase Faux Flower Arrangements for Table Decor Table Centerpieces for Dining Room- Blue	NAWEIDA	3150	1.77%

NAWEIDA Artificial Flowers with Vase, Fake Peony Flowers in Vase,Faux Flower Arrangements for Home Decor	NAWEIDA	2832	1.72%

Source: Amazon seller center (2024)

Table 4.8

Top 20 Area Distribution of Artificial Flower Sales in United States of 2020-2024

State	Brand	Quantity	% of Total
CA	NAWEIDA	22993	11.85%
FL	NAWEIDA	19190	9.89%
TX	NAWEIDA	17851	9.20%
NY	NAWEIDA	16241	8.37%
PA	NAWEIDA	9760	5.03%
IL	NAWEIDA	8654	4.46%
NJ	NAWEIDA	7354	3.79%
GA	NAWEIDA	8033	4.14%
OH	NAWEIDA	7354	3.79%
NC	NAWEIDA	7897	4.07%
MI	NAWEIDA	6500	3.35%
VA	NAWEIDA	6248	3.22%
MD	NAWEIDA	5782	2.98%
MA	NAWEIDA	5705	2.94%
WA	NAWEIDA	5491	2.83%
AZ	NAWEIDA	5297	2.73%
IN	NAWEIDA	5064	2.61%
TN	NAWEIDA	3861	1.99%
CO	NAWEIDA	3454	1.78%
MO	NAWEIDA	3163	1.63%

Source: Amazon seller center (2024)

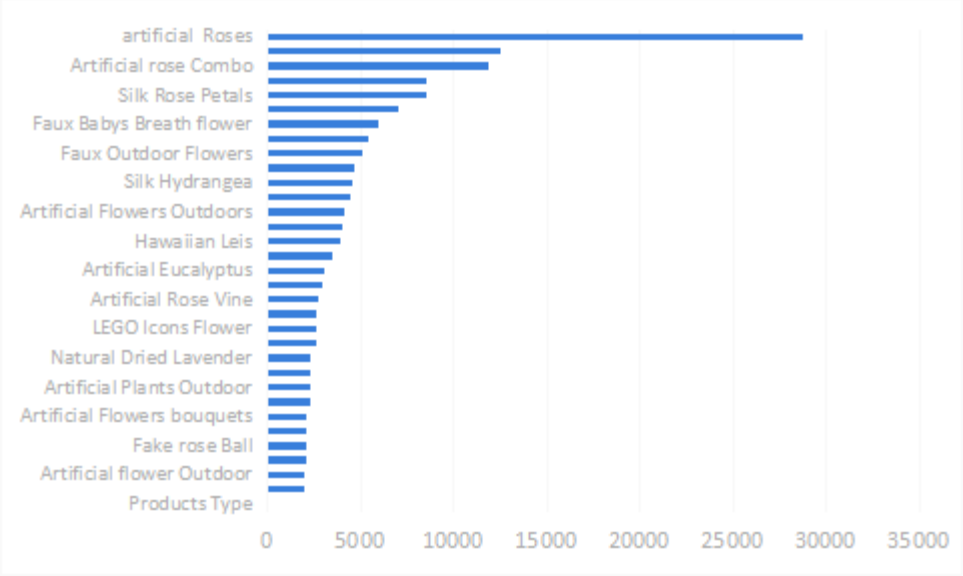
Table 4.9
Top 50 Sellers of Artificial Flower on Amazon.com

Ranking	Products Type	Materials	Company	Estimated monthly sales
1	Artificial Tulip	Polyethylene	Mandy's	18540
2	Artificial Tulip	Polyethylene	SITUMEIZI	15320
3	Artificial Rose	silk	Floroom	14790
4	Silk Rose Petals	silk	CODE FLORIST	7080
5	Artificial flower	plastic	HyeFlora	2480
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	Juvale	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 (2024)

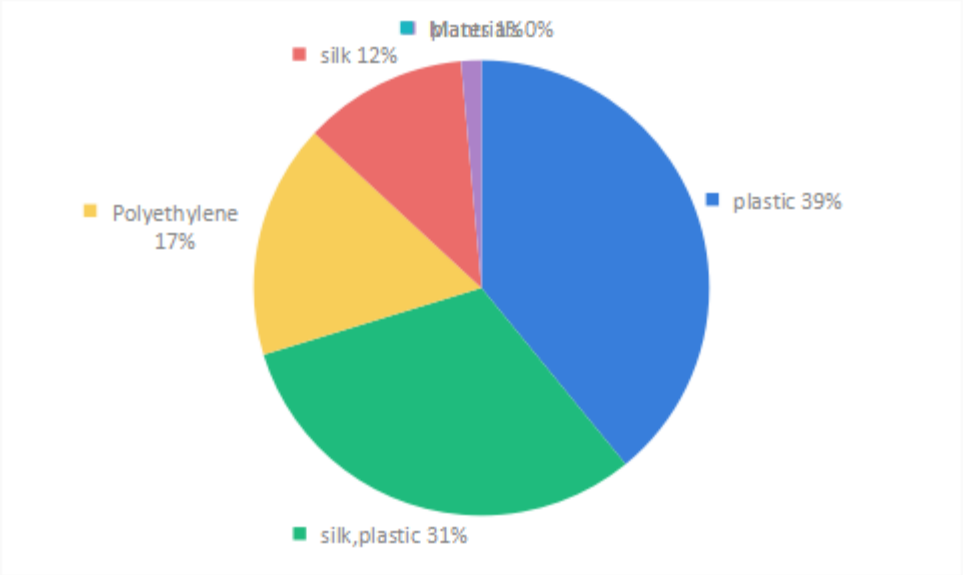
Figure 4.3
The Sales of Artificial Flower Types of Top 50 Sellers



Source: Amazon.com (2024)

Figure 4.4

The Sales of Artificial Flower Material of Top 50 Sellers



Source: Amazon.com (2024)

Figure 4.5

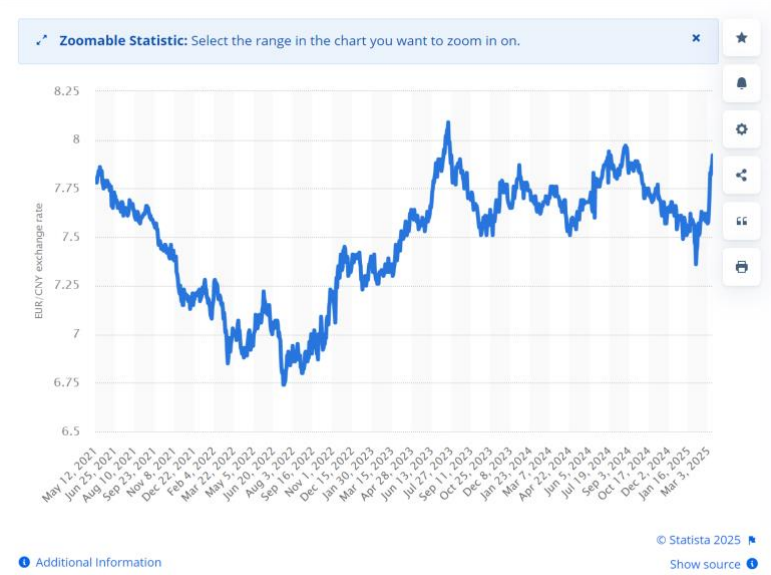
Dollar Yuan Exchange Rate - 5 Year Historical Chart



Source: macrotrends.net (2024)

Figure 4.6

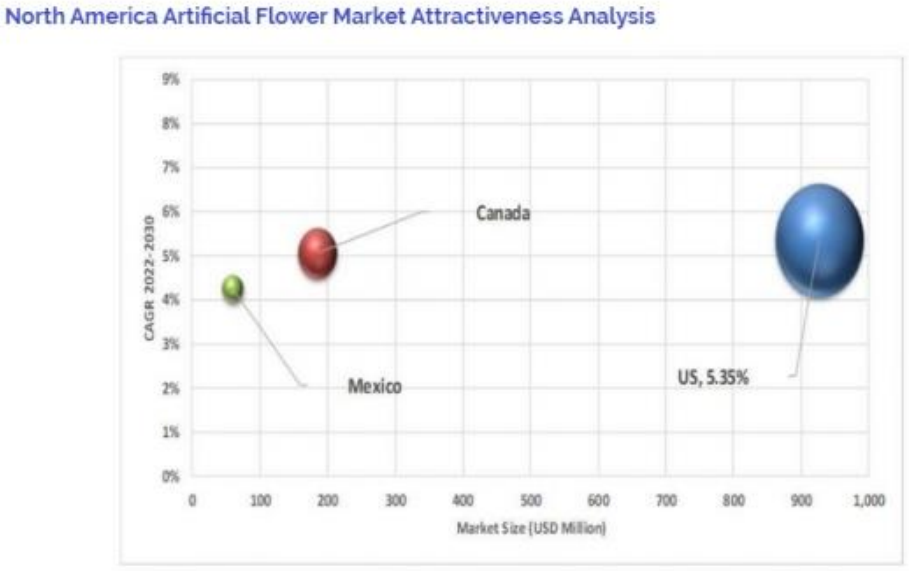
Euro (EUR) to Chinese Yuan Renminbi (CNY) exchange rate from May 12, 2021 to July 12, 2024



Source: statista.com (2024)

Figure 4.7

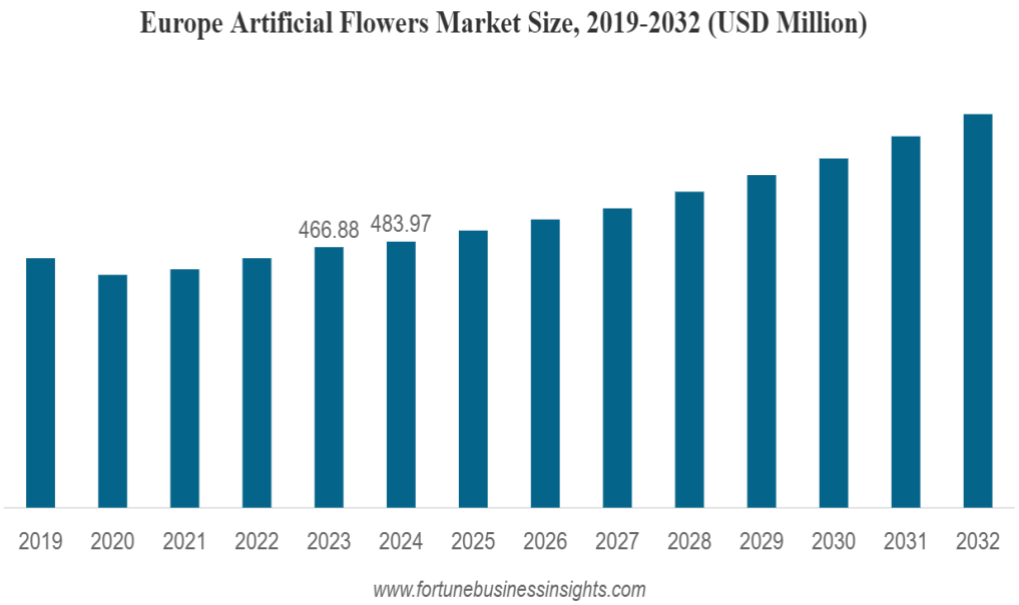
North America Artificial Flower Market Attractiveness Analysis



Source: verifiedmarketresearch.com (2024)

Figure 4.8

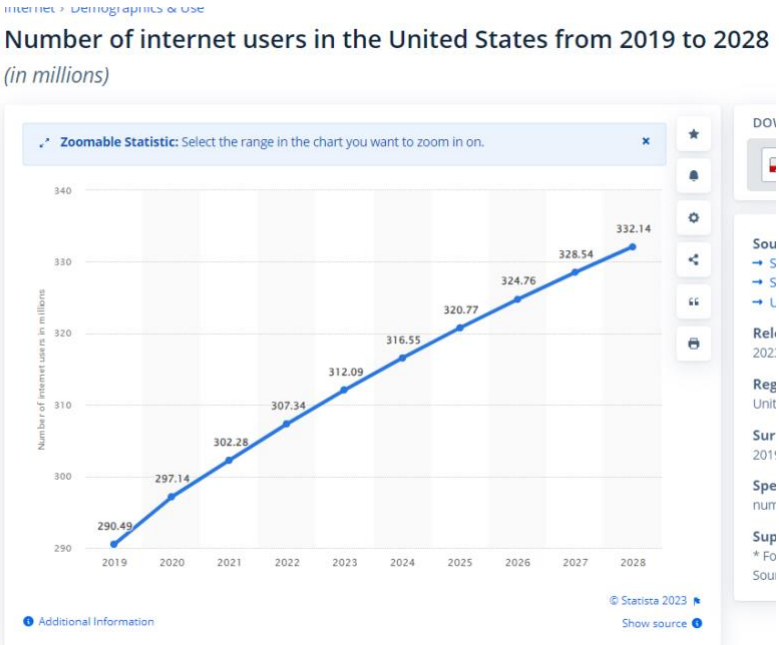
Europe Artificial Flower Market Size,2019-2032(USD Million)



Source: fortunebusinessinsights.com (2024)

Figure 4.9

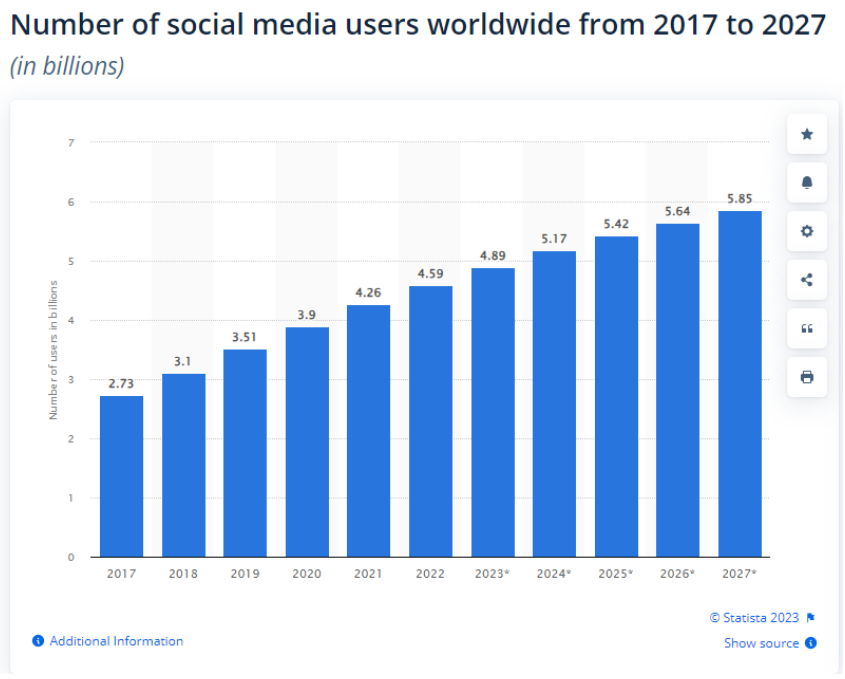
Number of internet users in the United States from 2019 to 2028 (millions)



Source: statista.com (2024)

Figure 4.10

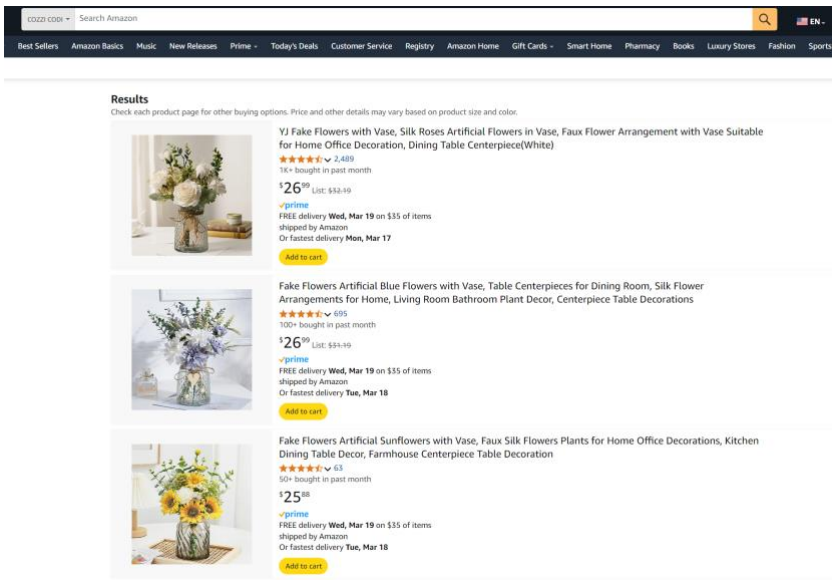
Number of social media users worldwide from 2017 to 2027



Source: statista.com (2024)

Figure 4.11

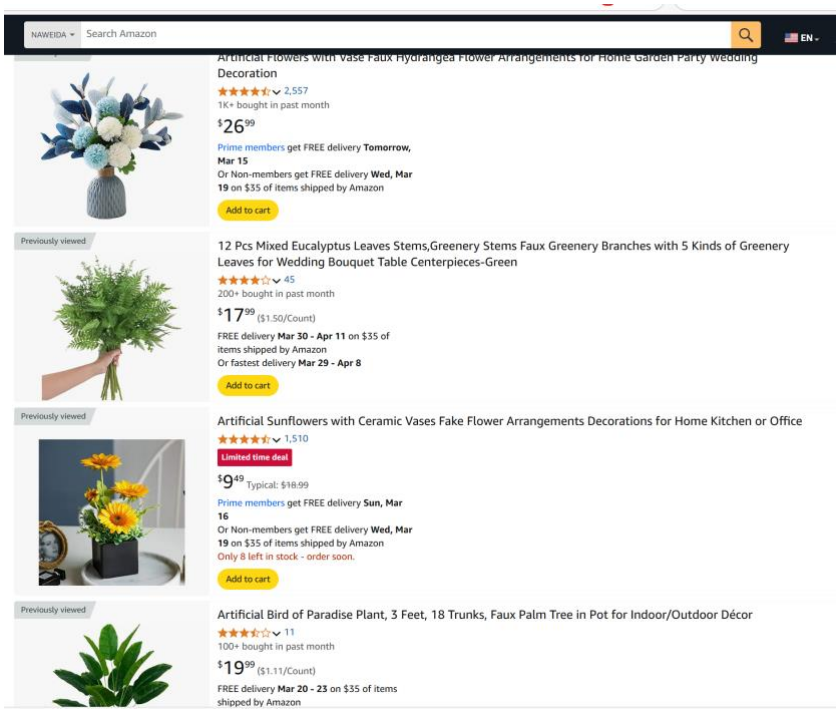
COZZI CODI Amazon storefront



Source: Amazon.com (2024)

Figure 4.12

NAWEIDA Amazon storefront



Source: Amazon.com (2024)

Table 5.9
Products reference

SKU	Description	Picture
NWD-AF-189	Artificial Flowers with Vase Faux Hydrangea Flower Arrangements	
NWD-AF-250	Silk Roses Artificial Flowers in Vase,Fake Flowers with Vase	
NWD-AF-210	Artificial Flowers with Vase Faux Flower Arrangements	

NWD-AF-282	Artificial Flower Arrangement with White Ceramic Vase, 19.7" Tall Decor for Coffee Table & Home,	
NWD-AF-211	Artificial Flowers with Vase, Fake Peony Flowers	
NWD-AF-228	Forever Rose Flowers Gift,Galaxy Rose Flower Gift	
NWD-AF-226	Fake Peony Flowers in Vase	
NWD-AF-284	Artificial Fake Hanging Flowers Plants for Outdoor Spring Decoration	
NWD-AF-283	2PC 37" Artificial White Flowers for All - Season Indoor Decoration	
NWD-AF-268	Artificial Flowers with Small Ceramic Vases	
NWD-AF-272	Artificial Bird of Paradise Plant, 3 Feet, 18 Trunks, Faux Palm Tree in Pot for Indoor/Outdoor Décor	
NWD-AF-246	NAWEIDA 12 Pcs Mixed Eucalyptus Leaves Stems,Greenery Stems Faux Greenery Branches with 5 Kinds of Greenery Leaves for Wedding Bouquet Table Centerpieces-Green	

Source: Author (2025)