

Paprii.com- fresh flowers everyday

Paprii.com, an online flower delivery service launched at the end of July 2016, is the brainchild of Kazi Fouzia Hossain. This talented entrepreneur, who is the co-founder and CEO of the company, is currently working at a multinational company while also doing her EMBA. Even with so much going on, she has successfully stepped into this unique idea of conducting an online flower business.

"As a child, I was brought up in an environment where the culture of presenting flowers to your loved ones on special occasions was rampant. Even after I got married, there hasn't been any occasion on which my husband has failed to give me a bouquet of my favourite flowers," says Fouzia.

But recently, this love for flowers seemed to be disappearing, as people only ended up buying flowers for weddings. Kazi Fouzia noticed and decided it was time for a change. "I was astonished at how we have stepped away from this culture of celebrating with flowers. A digital flower sent through an email lacks that freshness that comes from being greeted by a real flower," Fouzia explained.

One contributing factor towards the dying culture of floral greetings, is of course not finding the desired bloom, and also trudging through the ever present Dhaka traffic. So even if someone intends to, the act of buying flowers goes on the backburner, and often completely out of mind, for most.

To bring the change, Paprii was formed to make it easy for anyone who was in the mood for some beautiful flowers anywhere in the city, delivered right to their desired doorstep! Paprii serves its clientele through its Facebook page and a dedicated website, which now boasts a payment gateway for international payments, allowing anyone to order a flower delivery in Dhaka from any



part of the world.

Paprii mostly has options in Jessore-grown gerbera, which blooms almost all year round, along with imported flowers like carnation, chrysanthemum, lily, orchid, tuberose, and of course rose, among others.

The website features true to life pictures of the flowers in a catalogue form, and allows for easy customisation. Each bouquet is unique in its name and assortment of flowers. People also have the option of searching for flowers according to the colour and occasions, like birthday, anniver-

sary, welcome, congratulation, apology, etc.

The website is brilliantly organised by Web Factory with wonderful photographs of the flowers taken by Pixel Hunt. The prices of the bouquets range from Tk 600 to Tk 3000.

This innovative way of sending flowers is easier, not to mention impressive, but as Fouzia says, it wouldn't have been possible without the encouragement of her family, especially her husband, who has given her the love and support which enabled her to juggle her work, her studies and her business.

Regarding the goal of Fouzia's business, her husband Siddiquir Rahman says, "People are getting busier day by day, and both husbands and wives are working, which leaves very little time to express or celebrate love. With time and traffic, trying to go to a shop to get flowers for someone will be quite a hassle. So Paprii has a lot to offer in reviving the culture of giving flowers."

Paprii has already gathered a huge response from people, especially from some such patrons who had never once in their married life ever presented a flower to their spouse.

"I especially feel great when I can be a part of such happiness, which people feel when they gift their loved ones flowers for the very first time, along with the lovely messages they come with," Fouzia says, adding, "with each flower order I get, I get a good news."

Although it is still early days for her venture, if the overwhelming response is any indication, Fouzia is very hopeful about her booming flower business. She wishes to bring back the beauty inherent in the practice of exchanging flowers with your loved ones on special occasions. She says, "Recently, I have seen that a lot of farmers are working to cultivate flowers. There are also a lot of female workers working there. I feel like I could somehow contribute to our flower industry and help the workers indirectly."

"I want Paprii.com to be a part of all joyous occasions, so that we can fulfill our objective of spreading smiles."

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Photo courtesy: Paprii.com

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