

### Mission:

Our mission is to help people stay closer to their loved ones. We provide a service which helps them to show care and love to those they care the most. We reduce the distance as they can call – anytime and from anywhere in the world – to deliver in the two cities we operate in.



### Activities:

Green Express is a multi-task company. Its main activity is online flower delivery service.

Other activities consist on delivering gifts and cakes on different occasion such as wedding anniversary, Mother's day, Valentine's Day, birthday, etc.

Green Express also does decoration on special events such as weddings, concerts or fashion events.

### Location:

Up till now, Green Express operates in two cities in East Africa: Bujumbura (Burundi) and Kigali (Rwanda).

### Performance:

Green Express is the only fully operating flower delivery service in those two cities. Kigali branch is the most active and most profitable branch of Green Express. It does an average of 60 deliveries a month.



### History:

Green Express has been operating since September 2015. It started in Bujumbura and opened a new branch in June 2016 in Kigali. It has gained trust from the public in the two cities.

### Challenges:

Green Express is looking for contacts with a direct flower provider as it relies heavily on already established flower companies. Its profit margin is very low.

Green Express also wants to improve in marketing and communication capacity, in order to be widely known within the two cities, and so increase the number of daily delivery.

### Future perspectives:

Green Express wants to expand its service on garden maintenance, as well as decorating events. It does not only seek to decorate the event, but it also seeks to give a proper sound and light system to big event.



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