



Understanding Markets & Customers with Lewellen Blooms



“You’ve got to just start. The days are long, the years are short — you have to get working at it.”

Lewis and JoEllen Matzat
Founders of Lewellen Blooms

EARLY LESSONS & INSPIRATION



Answer the following questions based on what you learned from the video. Be as specific as possible.

1 EARLY LESSONS & INSPIRATION

How did Lewellen Blooms first recognize there was demand for their flowers?

► Hint: Think about how their simple pandemic gesture (leaving flowers on porches) revealed unexpected demand from the community.

2 CUSTOMER PREFERENCES & HABITS

What did Lewellen Blooms learn early on about their customers’ preferences?

► Hint: Look for the ways they paid attention to what colors, flower types, and packaging their customers liked most.

3 PRICING, COSTS & FAIR VALUE

How do Lewellen Blooms think about pricing their flowers while still making a profit?

► Listen for how they talk about customer feedback, knowing their costs, and finding a price that feels fair and sustainable.

4 MARKET REACH & GEOGRAPHY

What surprised them most about how far customers would travel?

► Hint: They discovered certain flowers they could grow better or more affordably than big wholesalers — that became their competitive edge.

5 FINDING A MARKET NICHE

What niche in the market did they discover through research and comparison?

► Hint: They discovered certain flowers they could grow better or more affordably than big wholesalers — that became their competitive edge.

DISCUSSION-BASED QUESTIONS



Reflect on your personal thoughts and write your answers below.

1 PERSONAL CONNECTION

What about Lewellen Blooms' story stands out to you — about their idea, their start, or how they reach customers?

2 CUSTOMER INSIGHT

Why is it important for a business to understand who their customers are before trying to “sell to everyone”?

3 MARKET THINKING

If you were starting a small business in your hometown, what kind of unmet need might you try to fill — and how would you test demand?

4 ADAPTATION & GROWTH

Lewellen Blooms plans to build a greenhouse, expand products and season, and launch a website. What does this tell you about the importance of adapting to demand and scaling responsibly?

LET'S GET CREATIVE

! Use your creativity to complete the following activity.

1 THE FLOWER STAND CHALLENGE

Every business attracts a certain “vibe” of customer. Pick a few flowers and find out who your customers would be — it’s like a personality test, but for business.

Step 1: Discover Your Customer *A quick, fun way to learn about customer needs*
Circle 3 flowers below — don't overthink it:

 Tulip

 Sunflower

 Rose

 Daisy

 Lavender

 Wildflower

Step 2: Vibe Check Now check what your flower choices say about the **type of customer** your business would attract:

-  **Roses** → people who like premium, high-quality things
-  **Daisies** → people who want fun + affordable
-  **Sunflowers** → people who care about local or eco-friendly
-  **Lavender** → people who love calm, wellness vibes
-  **Wildflowers** → people who want creativity + surprise
-  **Tulips** → people who want quick, easy convenience

2 YOUR BOUQUET BREAKDOWN

What customer vibe did **YOUR bouquet** reveal?
(Write one short sentence.)

3 COMPARE & CONNECT

Find **1-2 classmates** and compare your bouquet results.

Discuss:

- Did you attract the same type of customer or different ones?
- What surprised you about someone else's customer vibe?
- Which customer type do you think would be easiest to reach in your community and why?

Write one takeaway from the conversation:



GREAT WORK!

You're one step closer to thinking like an entrepreneur.
Keep exploring, learning, and dreaming big!