

The South African floriculture market has seen exponential growth recently from both local and international buyers. This industry ensures the livelihood of thousands of South Africans – workers, farmers, wholesalers and exporters to name but a few of those affected. Despite this, the current communication and negotiation processes surrounding the procurement and sales of these flowers are outdated, tedious and unnecessarily time-consuming. The Bloom mobile application provides a modern solution, providing a cross-platform real-time-updating online marketplace where all buyers and sellers of cut flowers indigenous to South Africa can come together, interacting on a single forum dedicated to the sale of these products.