

From family business to a brand. A story built on resilience, entrepreneurship and innovation. Tradition and a good service are visible in the colours and fragrances which fill a space that has grown and became a market leader today.

BRAND VALUES

Founded by Luísa Corte Real, the oldest florist in Maputo, it remains a family business who still maintains the tradition. Stepping back in time, we see the story of someone who did not get discouraged. In 1975, flowers lost their importance in people's day to day life. This was when the founder recognized a niche in the market. Invested in wools, hired knitters and sold wool sweaters to the people leaving to colder countries. At the same time she realized, such people needed large suitcases. Once again focused on the market, she invested in another market sector. The leather came from the tannery and its manufacture was produced by the skillful hands of a group of collaborators. And that is how, she started selling suitcases. Without ever stopping to sell flowers, Luísa always found other business opportunities.

The lack of foreign currency during the war, led the founder to start her own production of flowers and plants. A family land in Laulane, would give birth to new opportunities, creating hope and color. A decade later, and after President Samora Machel visit to Moscow, where he observed flowers, their colours in the gardens and fragrances. Realizing the power of a flower, he brought back to Mozambique the tradition and joy of flowers. That's how the famous quote "Children are the flowers that never wither" was born. From that time Flor Real walks the path to success, as a unique brand based on resilience, entrepreneurship and innovation. Nowadays, Flor Real is a national reference and is always present in the moments of those who live in Mozambique.

MARKET

Flowers are part of life. Never out of trend. Yet, there are certain trends in flowers, in colours and manner of arranging them. The growth of Mozambique has turned its public more demanding and detail-oriented. It's a small world. Easily accessible to all and generating continuously new challenges. The secret lies in the innovation and guessing the anticipation purpose of each flower or bouquet. One may think the competition is



small, yet it is not. New flower shops and the informal market, exposed in the streets with creativity, require everyone to be attentive.

Flor Real is present in unique and important moments of companies and people. Competition is getting bigger, but excellency is the key word. Never leave anything to chance. Loving and caring for every moment makes the difference.

COMMUNICATION

Communication is made up of shapes, colours and aromas. Word of mouth from a client to another gives a ripple effect, being this Flor Real's greatest advertisement.

It's the customers who return and bring new clients, whom promote the brand's growth. Every flower that leaves the store communicates, the landscapes designed and gardens maintained by the brand communicates. Events organized communicates. It is communicating, almost without being seen. It is present and walks in the hands of those who

offer flowers. Almost 50 years of activity, the brand has evolved without losing its core. Flor Real is unique. Creates unique moments and leaving its mark of excellence wherever it goes.

PRODUCTS AND FUTURE DEVELOPMENTS

The heiress Iolanda Corte Real brought to the company the knowledge acquired during her studies in South Africa and the experiences in Europe. Soon, she led the bouquets and corbeilles arrangements to other sectors. The flower shop begins its journey to other markets as a recognized company.

The portfolio has been enriched with concepts, designs and decoration for parties, corporate events and weddings. In parallel the landscape activity grew. Partnerships with hotels, catering, audiovisual companies were established to guarantee quality. Concept design, production, a turn-key events at hand. Whatever a customer idealizes, Flor Real brings it to life.



UNKNOWN FACTS

Flor Real is a family name, derived from Luisa Corte Real. Maintains its doors open, prosperous due to its originality, re-inventing of sectors and the value of its team. With nearly 100 employees, has loyal customers for over 25 years; With their own nurseries, the company grows a variety of plants, ornamental foliage, herbs and season flowers.

Within social responsibility Flor Real works in collaboration with clients and social project partners, such as Cimentos de Mocambique and Polana Serena Hotel, supporting with essential goods and a lot of affection the children and youth of an orphanage in Laulane.



1967

Flor Real opens.

1975

Along with flowers the store sells woolen jerseys and leather suitcases.

1978

Begins to grow flowers and plants in its nurseries.

1993

Maintains and expands into new markets and opportunities in Landscaping, planning of social and corporate events.

2001

Implementation and maintenance of Moza's green areas.

2013

Concept design and implementation of FUNAE's green areas, a solar panel factory.

2015

Creation, concept design and production for the 20 Years of Millennium Bim Gala dinner, Moza Banco 5 Years Gala dinner and BCI employees end of year party.

2016

Creation, concept design and production for the Natural Gas Thermoelectric Power Station in Ressano Garcia inauguration.