



Company Profile







Introduction

About Choice Flowers

Timeline

Our Mission & Vision

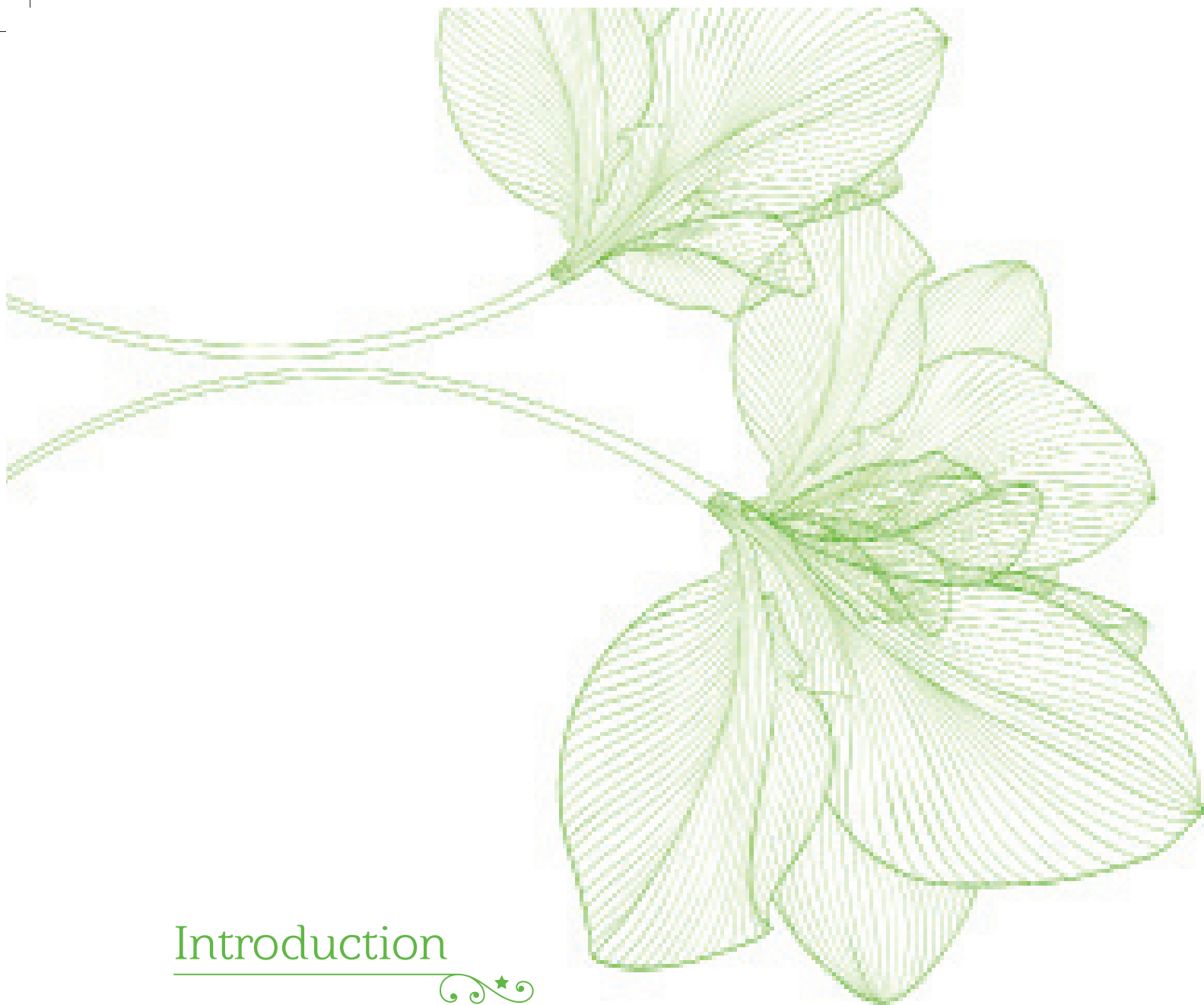
Our Core Values

Services

Gift Arrangement & Delivery

Our Clients & Partners

Contact



Introduction



Flowers have come a long way to become synonymous with, and a gesture for expressing, deep affections, beauty, fondness, and tenderness. Choice flowers presents the one-stop solution for all personal, festive, or corporate floral needs, backed by the best of pre-sale and after-sale services. We take pride in, and love – as real craftsmen, the opportunity to serve you with our beautiful flowers and bouquet arrangements, drawing inspirations from nature, the seasons, and contemporary French and European floral designs.





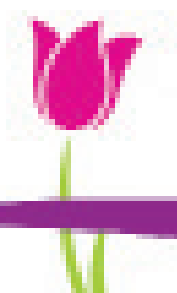
About Choice Flowers

Since 1997, the year of our launching, we have come to become what some may regard as the veterans and the best floral business serving customers throughout Abu Dhabi, Dubai, and across the UAE.

Our mastery is in the handcrafting of the most elegant of floral arrangements. Our decorative prowess will never fail to set the framework for personal and public events – which has earned us our well-deserved recognition over the years as the best and most influential flower shop and floral stylist in the region.

Our collection comprises one of the most elegant arrangements of bouquets that go together exquisitely, as well as some of the most peculiar floral products and gifts.

Two decades in the business has seen us spring into a well-coordinated network of physical outlets and the engagement of over 25 employees throughout the UAE. We have built a loyal client base of individual enthusiasts as well as across both private and public organizations.





Timeline

23 Years Later & Still Count-

Our journey to becoming the most sought-after flower establishment in Abu Dhabi began in 1997, with the opening of our first outlet in the beautiful city of Abu Dhabi, Madinat Zayed, and has seen 21 amazing years of putting smiles on faces.

1997

Launched our first outlet in Abu Dhabi City, Madinat Zayed

2007

Launched our e-commerce division and internet portal
www.choiceflowersuae.com

2009

New outlet in Mazyad Mall

2010

Opened our Central Workshop and cool room in Meena to cater to our then soaring demand from throughout UAE

2012

Third outlet was opened in Mushrif Mall

2013

Fourth outlet was opened in Abu Dhabi City, Khalidiya

2015

Started our wholesale division and also started importing fresh flowers from other parts of the world into the UAE market

2017

Launched a new brand; "Fleurs De Choix"

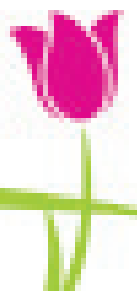
2018

New outlet in Dubai

2020

New outlet in Forsan Central Mall, Khaleefa City

The great success we have had since setting up our first outlet is a result of our hard work and our unflinching dedication in providing quality services at our physical outlets, which we now reflect in our online transactions.





Our Mission & Vision

As we head even further into our business timeline, we hope to bolster the efficiency of our service delivery to the greatest of heights. We seek to broaden our network and strategic partnership farther than the UAE, to countries around the world.

Not only do we hope to pamper the whole world with our tokens of beauty, passion and superb services, we also strive to meet these at the most cost-effective price points bringing the finest quality of flowers and floral products from domestic production as well as from the best locations around the globe to our customers and clients alike.



Our Core Values



QUALITY:

Our customers are at the pinnacle of all our operations and we will always take special care and attention to align our services and products with their needs.

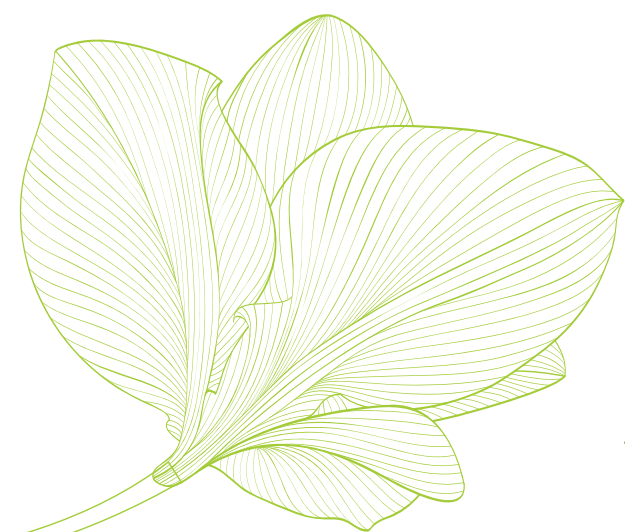
TEAM:

The overall talent, passion, knowledge, and expertise of our employees are some of the reasons we are ahead of our competition.

EXCELLENCE:

We challenge ourselves to the highest level of performance, to always do business the right way – with integrity and transparency.





Services

WHOLESALES

We provide wholesale services to retailers and small-scale florists, interior decorators, event planners, coordinators, etc.

RETAIL

We provide our retail services to just about anyone, from that individual looking to spice up her desk at the office, to a secret admirer who wants to send someone special a dozen delicate roses, to an event coordinator looking to enliven the look at her next occasion.

CORPORATE OFFICE FLORAL DECORATIONS

The corporate world isn't left out of our long list of clients. We partner with offices, offering them our floral services to help set the mood in their offices with office flowers and indoor

plants, as well as for corporate social gatherings and events.

INDOOR PLANTS & MAINTENANCE

Designing the arboreal blueprint to make your home, offices or events come together in beautiful unison is another expertise of ours. Not only can we provide you with the fresh plants and flowers, at all times, to fill up your country girl sweet dreams, we can also put them all together and make sure they look good, always.

PARTY FLORAL ARRANGEMENTS

Flowers are one of nature's most alluring gifts, and any event that excludes flower décor hardly ever feels complete. We are up to the task, with the portfolio of the most enchanting of floral arrangements in the nation.





WEDDING FLORAL ARRANGEMENTS

Weddings are such magical events and what more would bring your special day alive than a range of magnificent flower arrangements? We identify with genuineness, so our crew stays inspired and ahead of the trend, creating amazing, beautiful, modern and elegant events time and time again.

FLORAL DESIGNERS

Our in-house skilled and accomplished florists will always be willing to walk you through flower arrangement options, maintenance; provide floral décor ideas, etc. at no extra charge.

HOTEL FLOWERS

Of course, your spectacular lobby is perfect as it is, but there is just something about natural beauty that seamlessly complements architectural

delight. Choice flowers is your go-to when it comes to pulling off that unique symmetry of floral arrangement for your hotel.

ONLINE FLORIST

Our website www.choiceflowersuae.com makes for an even convenient and quick solution for accessing all of our floral services. It is a user-friendly platform where you can view our entire range of products, make orders and arrange for their delivery with just a few clicks of a mouse.

FLORAL DISTRIBUTION AND MAINTENANCE

Not only do we provide your homes and offices with the very best of exotic flowers, but we also do not leave you hanging like laundry out to dry. We offer maintenance services post initial installations for all our floral product options.





Gift Arrangement & Delivery

Whether you want to express your keen affection to your beloved or to extend a hand of friendship or to congratulate someone or to convey condolences, you do it best - when you do it through Choice flowers gift delivery. We are never too far away, count on us for superior same day flowers and gifts delivery services to anywhere in Abu Dhabi, Dubai and across the UAE. The possibilities are limitless, we offer a range of items that can be customised, such as bouquets, cakes, chocolates, balloons, stuffed animal, and lots more.



Our Clients & Partners

Our business success over the years has led to a massive customer base of which 40% is made up of our daily walk-in customers, 30% being online orders and the final 30% made up of our established individual clients, corporate and government organisations. Our client base grows daily as we improve our services and business in general.

We partner with flower retailers from supermarkets, to independent florists, event managers, and planners, home owners, etc. to make their lives and businesses easier.

We further partner with organizations like the following to provide their establishments with floral décor, as well as cater to their events.



Abu Dhabi Equestrian Club





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Khalidiya, Behind Khalidiya Mall & Gray Mackenzie,
Ground Floor, Zayed The First St, Abu Dhabi
+971 2 621 5570 (2 lines)

Mazyad Mall, Mohammed Bin Zayed City, Abudhabi

Mushrif Mall, Mushrif, Abu Dhabi

Forsan Central Mall, Besides Lulu Super Market,
Khaleefa City

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