

CELEBRATE KINGS: Pride in our people, places & products

A blooming success!

Though autumn is in the air, the flowers are still blooming at Flora by Cora in Grand Pre, Kings County.

Sunflowers, pansies, and other beautiful flowers highlight the Adirondack chairs designed and created at this unique business bordering the busy route to Grand Pre National Park. Owned by area natives Cora Mae and Doug Morse, Flora by Cora has become known internationally

"We have shipped our chairs all over the world," says Cora Mae. Husband and partner Doug adds, "People coming here from

other countries have never seen anything like them!"

Though officially founded in 1995, the business idea was created while former stay-at-home mother Cora Mae was on an outing with friends discussing the challenges and opportunities in their lives.

"I knew all I wanted to do was paint big flowers," says Cora Mae. When the subject turned to the difficulty in finding good, comfortable lawn furniture, a friend suggested she put the two ideas together – painted flowers and a comfortable Adirondack chair!

When Cora Mae brought the idea home to Doug, a woodcarver by trade, he designed and built a comfortable Adirondack chair incorporating a floral pattern as its back. Cora Mae painted the flower and a prototype was created. The first chair went to their friend and through word-of-mouth the business grew.

The demand increased, so Cora Mae and Doug made the business official. They studied the market carefully, targeting a higher-end group. They did a business plan, obtained funding, and increased their

workshop size. They even registered their flower patterns. "We wanted to brand everything so you knew it was Flora by Cora," says Cora Mae.

Though their first chair was pine, the couple switched to cedar for its texture, natural preserving resins, and durability. "I wanted something that would last, that people felt was quality," says Cora Mae.

Following national and international promotional success - their chair was featured in advertising for Canada's largest craft show - they are now focusing closer to

home. "Locally, we have been blessed with a lot of free advertising, especially from Kings CED," says Cora Mae. "They have used our chair as part of a contest to encourage people to retire in Kings County."

Within Kings County, Flora by Cora enjoys local support with the business community with its workforce of one full-time and up to five part-time staff. "The Kings County business community has been very open to us and receptive," says Cora Mae who prefers to run her international business from home. "I'm part of a local women's business

group. We draw from many sectors and help one another greatly."

Each piece of Flora by Cora garden furniture is unique, and made of top-quality materials. Along with the chair, an entire line has emerged including rockers, planters, garden doors, swings and more. Though they have been encouraged to mass produce, Cora Mae insists on keeping their business personal and in Kings County. "I like to meet my customers. I get excited when they get excited. Though it's serious business, it's in our backyard and that's where we're going to enjoy it!"

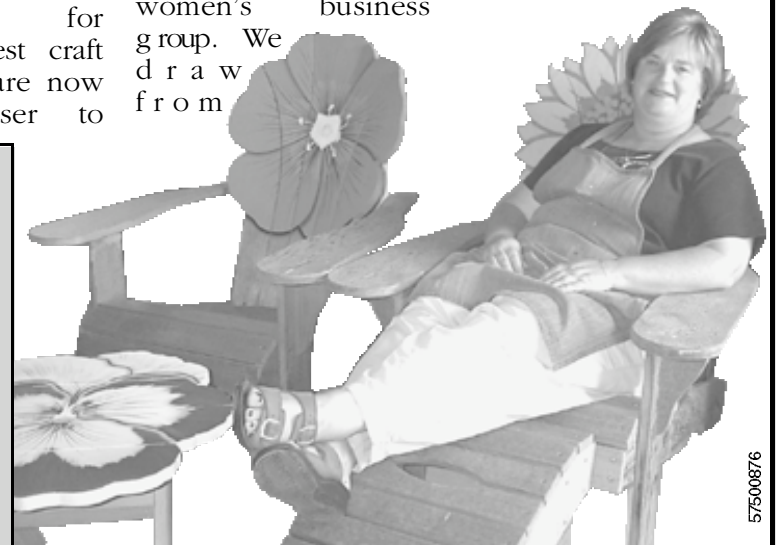


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