

# THE BUSINESS OF SELLING FLOWERS

## Your Business Plan for 2023

How much money do you want to take home this year?

Who are your ideal customers? And what are their price points?

What % of takings (turnover) will each type of customer be?

How many of each customer will you need through the year?

What is the sales distribution going to be?

What large one off costs do you need to think about this year?

What will your Cost of sales be? What will your expenses be?

How much do you need your turnover to be? (Take into account Tax and NI)