

THE BUSINESS OF SELLING FLOWERS

Gift Bouquet Pricing and Questions

How will they order?

Take into account

- credit card charges
- phone charges
- time to email them

Flowers - Just using flowers you've grown? How many stems? Types?
Buying in?

Take into account

- retail price of the flowers and foliage - exact numbers or an average?
- if buying in, minimums / delivery / VAT

Timings - Have you done a test timing so you know how long it takes you to make a bouquet, Same timing if you make 3 together?

Take into account

- Time to pick and condition
- Time to make and wrap
- Time to deliver - will you be going out of your way?

Presentation -

Take into account

- Tie e.g Twine, ribbon, twine, raffia
- Paper, tissue, cellophane, stickers
- Vase, Gel, Gift bag, gift card

Extras

Fuel if delivering, Business card,

Profit - how much?