

THE BUSINESS OF SELLING FLOWERS

Ideal customer profile

Name

Where do they live? (village / town / area)

What type of house do they live in ? (detached / terrace / large garden / stylish flat / rural cottage)

What car do they drive?

Who are their family and friends?

Where will they “hang out” ? (pub / gym / WI / school gate)

What will they buy from you?