

# THE BUSINESS OF SELLING FLOWERS

## The Business of Growing Flowers

### Module 4: How to Choose what to grow

#### Creating a 5 year Planting Plan

	Year 5	Year 4	Year 3	Year 2	Year 1
<b>Budget</b> How much will you spend in each year? Think about how long it will take you to get a return on your spending					
<b>Annual Plants</b> Which varieties will you grow? How many of each do you need? Will you plant them in succession or as cut and come again? What is your annual seed budget?					
<b>Perennial Plants</b> Longer term options that give more stems each year Plants or seeds? Will they be an additional extra or the core of your flower sales?					

<p><b>Tubers, corms and claws</b>          Which ones will you choose?          These are often a big outlay. Do you need them? Do they fit your target markets?</p>					
<p><b>Shrubs</b>          Good for flowers and foliage          How long will they take to give you a return on investment?</p>					
<p><b>Trees</b>          Long term planting for foliage and blossom - get them in early!</p>					
<p><b>One-off investments</b>          Are there any plants that will give you long term payback from a significant one off investment?</p>					