

# THE BUSINESS OF SELLING FLOWERS

The Flower Market											
	Wholesale or retail?	land needed	machinery needed?	polytunnel/ glasshouses?	how many varieties	long stem length?	Horticultu ral expertise?	Floristry expertise?	Wastage rates?	Price per stem?	how seasonal?
Supermarkets											
Wholesalers											
Retail Florists											
Event Florists											
Flower Arrangers											
Businesses - Contract Flowers											
Businesses - Flowers to sell											
Farmers markets											
Farm Gate											
Bouquets for local delivery											
Regular flowers for larger homes											
Mail Order bouquets											
Weddings											
DIY brides											
Funeral work											
Subscriptions by the box or bucket											