

# THE BUSINESS OF SELLING FLOWERS

The Flower Market customers	
	Wholesale or retail?
Supermarkets	
Wholesalers	
Retail Florists	
Event Florists	
Weddings - Bespoke	
Weddings - DIY	
Flower Arrangers	
Shops and Cafes- for sale to customers	
Shops and Cafes - as displays	
Businesses - Contract Flowers	
Businesses - Flowers to sell	
Farmers markets	
Farm Gate	
Bouquets for local delivery	
Regular flowers for larger homes	
Mail Order bouquets	
Photoshoot / artistic flowers	
Friends and family	
Funeral work	
Subscriptions by the box or bucket	
Talks and workshops / flower clubs	