

THE BUSINESS OF SELLING FLOWERS

How many local customers do you have?

Your local town / village population (google the name and population, usually works)

The nearest 5 further towns or villages

Population of the local area (add the above 2 together)

If £28 is the average spend, what do you think your customers will spend - if you think back to the retail/wholesale sheet about retail pricing, you will know that £28 is a “supermarket or online flowers by post” price point, so hopefully you will be adding value

Work out how much you'd make from 1% of your local population

and 5%?

Is that more or less than you wanted to make this year?