

Wedding Handout

Wedding Budget Breakdown

Pricing For Different Wedding Markets

The keys to a successful wedding business are to focus on the consultation process and organization.

- 1) During the consultation process
 - a. Focus the bride's attention to style of bouquets, than to color and finally to an over all "look".
 - i. Attached is dress styles and suggested bouquets that best silhouette her dress.
 - ii. Keep a color wheel handy for color suggestions
 - iii. Use descriptive words romantic and elegant to describe the "look"
 - b. Sell the bride what she wants – not your vision.
 - c. Don't sell a type of flowers- chances are it will not come in or come in bad.
 - d. Keep Bridal Magazines, Coffee table wedding books and/or pictures of your own work for reference.
 - e. Be aware of church and reception regulations by keeping a book of important rules and a contact for each location in your area.
 - f. Collect information on cultural traditions so you will be informed to make the appropriate suggestions.
 - g. Present yourself as a professional- use quality brochures.
- 2) Organization
 - a. You will find forms in this handout that will assist you in organizing the process for consultation to reception. Feel free to customize them to fit your style. They are attached as samples only – collected from retail florist around the country.

Organizing and Ordering for Weddings

- 1) Bridal Profile- Pre Consultation Form
- 2) Wedding Appointment Form
- 3) Estimate and Contract
- 4) Wedding Deposit Receipt
- 5) Floral Ordering Form
- 6) Wedding Delivery & Tear down Checklist
- 7) Wedding Service Crisis Kit
- 8) Follow Up and Thank you

Wedding Budget Breakdown: Modern Bride, February-March 2003

Understanding the brides budget, allows you to help her make appropriate floral choices.

Reception 50%

Site Fee
Catering Cost
Bar & Beverages
Wedding Cake
Valet Parking
Transportation

Music 10%

Ceremony
Cocktail Hour
Reception

Flowers 10%

Ceremony-Site Flowers
Bridal Bouquet
Wedding-Party Flowers
Reception Centerpieces

Wedding Attire 10%

Dress
Headpiece/Veil
Lingerie
Jewelry
Shoes/Wrap
Hair & Makeup
Groom's Ensemble

Photography 10%

Photography
Ideography
Engagement Portrait
Wedding Album Package

Stationary 4%

Invitations & Enclosures
Announcements
Thank you Notes
Postage
Programs

Extras 6%

Bridesmaids Luncheon
Attendants Gifts
Wedding Gifts for Each Other
Favors
Wedding Rings
Rehearsal Dinner
Marriage License
Church/Synagogue Fees
Officiate Fee
Assistant Fee

Pricing For Different Weddings

Weddings may be divided into three categories:

- 1) Cash And Carry or Single Drop Off Delivery
 - a. Most efficient and highest profit margin
 - b. Standardized Flowers that are readily available
 - c. Limited use of specialty flowers and traditional styling
 - d. Limited consultation*
 - e. No rental equipment and No set up.
 - f. Average of 3.5 Markup on flowers with 30% labor can quickly turn this market of wedding business into a good income category for your store.
 - g. Average price in the industry for this wedding type \$100.00 - \$350.00 (vary from geographical area)
- 2) Limited Service
 - a. Most common type of wedding.
 - b. Largest market segment
 - c. A personal Consultation with bride approximately 1 hour, with 15-30 minutes follow up, prior to wedding to confirm details.
 - d. Simple designs with readily available flowers
 - e. No specialty containers
 - f. Limited use of rental equipment
 - g. Simple delivery and set up provided by the shop's delivery personnel.
 - h. No need for on-site presence of designer or wedding specialist to service the wedding.
 - i. Return of rental equipment by wedding party or additional charge if provided by shop personnel.
 - j. Average of 3.5 Markup on flowers with 35% labor. Plus an additional hourly fee applied to delivery , set up and additional labor.
 - k. Average price in the industry for this wedding type \$350.00 - \$1500.00.
- 3) Full Service
 - a. Small Market segment
 - b. Maximum use of your time and expertise.
 - c. Consultation and several follow up calls to confirm details. (10 hours approx.)
 - d. Time spent locating specialty flowers and resources for rental equipment.
 - e. Custom designed bouquets that require advanced design skills
 - f. Special crews for set up at the church and reception area, which may involve overtime hours to set up and tear down.
 - g. Tremendous amount of personal attention to details, as well as contacts with church and reception personnel. Plus additional personal service to the bride.
 - h. Average of 4.5 markup on flowers with 40% labor charge. Plus and hourly fee applied to delivery, set up and additional labor.
 - i. Average price in the industry for this wedding type \$2000.00-\$10,000.

Above are just examples. Pricing varies by region and shop profit requirements. Please remember, when setting wedding fees that the work is very labor intensive and time consuming.

Bridal Profile & Pre Consultation Form

Wedding Date _____

Wedding Time _____

Bride _____

Groom _____

Address _____

Address _____

Phone#(Home) _____

Phone#(Home) _____

Phone#(Work) _____

Phone#(Work) _____

Phone#(Cell) _____

Phone#(Cell) _____

Ceremony Location: _____

Reception Location: _____

Address _____

Address _____

Phone# _____

Phone# _____

Contact _____

Contact _____

Caterer Contact _____

Cake Contact _____

Phone# _____

Phone# _____

Consultation Checklist

_____ Photo or Sketch of Bridal Gown

_____ Color of Brides Gown

_____ # of Attendants

_____ Photo Attendant's Dress

_____ # of Flower Girls

_____ Color of Attendant's Dress

_____ Photo Flower Girls Dress

_____ # of Mother's Corsage

_____ Color of Flower Girls Dress

_____ Colors of Dress

_____ # of Grandmother's Corsages

_____ # of Singer, Organist or other Corsages

_____ # of Special or Family Corsages

_____ # of Groomsmen

_____ Style of Men's Suits

_____ # of Father's Boutonnieres

_____ # of Grandfathers

_____ # of Additional Boutonnieres

_____ Picture or Sketch of Cake

_____ # of Pews

_____ # Length of Aisle Runner

_____ # Guests and Table Size

_____ Sketch of Reception area, type of tables (i.e. round, rectangular)

FLORAL BUDGET for your Wedding? _____

Circle one or two words that describe the atmosphere you wish to create at your wedding.

Elegant – Romantic – Casual – Fun – Exotic – Traditional - Contemporary

Other _____

Wedding Appointment Form

Appointment Date: _____ Day _____ Time _____

Brides Name: _____

Home Phone: _____

Work Phone: _____

Cell Phone: _____

Wedding Date: _____ Day _____ Time _____

Church: _____

Reception: _____

Number of Bridesmaids: _____

Dress Color: _____ *(so you can have flowers in that color for consultation)*

Appointment Date: _____ Day _____ Time _____

Please Ask the Bride to bring the following to the appointment:

- Pictures of Bride's and Attendant's Dresses
- Fabric Samples for color
- Church Info: Do's and Don't's, # of Pews, Length of Aisle
- Reception Info: # of Tables, Which Room, Time, Size and Shape of Tables

If for any reason you are unable to keep the appointment, we
Would appreciate a call before the appointment 321-676-2452

**Your Flower Shop
Street Address
City, State Zip
Phone Number**

Wedding Deposit Receipt

Your Florist agrees to provide the following flowers, materials and services for the special event for:

Bride: _____ Groom: _____

Address: _____

Phone: _____

Date of Wedding _____ Time _____

Ceremony At: _____ Address: _____

Reception At: _____ Address: _____

Floral Agreement

Final selections or changes must be in writing and delivered to and accepted by *Your Florist* two weeks prior to the event date to allow ample time for flowers and materials to be ordered.

The following payment schedule of the total contract price allows ordering and completion of the specified plans prior to the event date. If payments are not made as scheduled, a two percent (2%) per month service charge will be added to the unpaid contract price plus necessary legal expenses of collection. **Payment Schedule is 30% Deposit to secure the date and Final payment must be made no later than five (5) business days prior to event. Final Payment to be paid by cash, check or certified funds.**

Balance Due in Full by _____

We will provide the foregoing in a professional manner considering the contract price.

Your Florist

By _____

The undersigned guarantor hereby accepts the foregoing agreement for event flowers, materials and services and agrees to the payment schedule and total contract price and hereby authorizes the ordering of flowers and materials and the work to be performed in accordance with the foregoing agreement

Date _____ Guarantor _____

Address _____

Payment: _____ Check (# _____)

_____ Credit Card (Authorization # _____)

_____ Cash

We have received payment of \$ _____, to secure floral services for your wedding. This is a Non-Refundable* deposit, which will be credited against your total balance when it is due. *Note partial refunds may be made if the wedding is cancelled due to serious illness, death, natural disaster, or national emergency.

Wedding Estimate for:**Date:**

Done	Load	Deliver	Qty	Description	Price	Total
			1	Bride: 5'7"-Traditional cascade in crème and white with roses and other flowers	175.00	175.00
			4	Attendants bouquets-handtied in yellow and blue.	45.00	180.00
			1	Flower girl basket in white wicker with flowers on outside petals inside	35.00	35.00
			1	Groom's boutonniere of crème rose with slip of ivy	10.00	10.00
			4	Usher boutonnieres of yellow roses with a slip of ivy – no BB	10.00	40.00
			1	Ring bearer- yellow rose	10.00	10.00
			2	Mother's corsages in white spray roses with white trim	20.00	40.00
			2	Grandmother's corsage of single white rose	15.00	30.00
			2	Father boutonnieres of white roses	10.00	20.00
			4	Grandfather boutonnieres of white roses	10.00	40.00
			10	Pew Treatments of greenery	10.00	100.00
			2	Altar Arrangements in blue, yellow and white- A-symmetrical mirror image	125.00	250.00
			2	Church door swags in blue& yellow	35.00	70.00
			20	Tables- 4 styles of centerpieces in yellow and white with 2 styles containing candles	40.00	800.00
			80	Votive candle holders and candles	3.00	240.00
			1	Gift table-mailbox rental	35.00	35.00
			1	Sign in table arrangement	35.00	35.00
			1	Cake Top	30.00	30.00
			4	Cake inserts (see cake detail)	20.00	80.00
			2	Buffet pieces in yellow and white with butterfly mobile.	150.00	300.00
			1	Throw Away Bouquet –NO Charge		
			2	Delivery & Set Up	55.00	110.00
						2630.00
				Tax		157.80
				Total		2787.80

Wedding Delivery Checklist:

Bride: _____ Date _____ Ok'd By _____

Dressing at: _____ **Delivery Time:** ____/____

Items:

Church/Ceremony: _____ **Delivery Time:** ____/____

_____ **Event Time** ____/____

Contact: _____ Phone: _____

Items:

Pick-Up/Transfer: _____ **Time:** ____/____

Items:

Reception: _____ **Delivery Time:** ____/____

_____ **Event Time** ____/____

Contact: _____ Phone: _____

Items:

Suggestions for Florists Wedding Service Crisis Kit

Assortment of Wire	Floratape	Knife	Wire Cutters
Scissors	Pen	Needle & Thread	Stem Lock
#3 White satin ribbon	#1/8 th inch white ribbon		#9 White ribbon
White Bull Tape	Electrical Tape	Candle	Matches
Floral Foam	Extra Bouquet Holder		Corsage & Bout Pin
Map	Cell Phone		

Follow Up with Thank You

One week after the wedding, don't forget to send thank you note to the brides/ bride's parents:

Example:

Thank you for allowing *your florist shop* to be a part of your wedding celebration. It was a pleasure to work with you on this very special occasion. Our congratulations and best wishes for a long and happy marriage. *Name of consultant* and staff of *your florist shop*