



Busy Isn't Profitable: 10 Truths That Changed My Flower Shop

You're not doing it wrong!

You are not failing because you lack talent

Know the Numbers:

Cost of Goods	25% to 33%
Facility Expense	7%
Employee Payroll	20%
Owner Payroll	10%
Advertising	3% to 10%

#1 Busy does not mean profitable



One of the biggest misconceptions in the flower business is that if you are busy, you must be doing well!

#2 Underpricing is almost always fear

Afraid customers will say no

Afraid you aren't good enough yet

Afraid you'll lose work

#3 Your most popular design might be hurting you

Too many varieties
Too many insertions



#3 Your most popular design might be hurting you

Difficult mechanics
Ineffective use of bunch counts

Classic flowers
3-4 varieties + touch of texture
= 5 x Mark up



#4 Clear policies protect you



Clear policies actually increase trust
Boundaries protect creativity

#5 Not every customer is your customer

Floral and Hardy – Classic Design, Great Value, Low Service

Lone Arranger – Artsy, Moderate Price, Simple Service Offerings

Needless Mark Up – Floral Art, Expensive, White Glove Service

Difficult customers take more energy than they bring

#6 Hire for attitude, not speed

You can train people for sales and design
But you can't teach them to be kind.

#7 If everything depends on you...
It's not a business yet.



Control Enthusiast

Simple processes

Team training

Automation

Technology

#8 Trends Fade – Fundamentals Last

- Consistency beats popularity
- Simple profitable designs beat trendy ones
- Strong sense of your own style builds brand
- Using the principle and elements of design make your designs social media worthy.

#9 Burnout is feedback, Not failure

Put out the fire with

- Better pricing
- Better systems
- Better boundaries
- Better design confidence
- Better staff help and training

#10 You don't need to quit ... You need better information

- How to price without fear
- How to know which designs are actually profitable
- How to set boundaries without losing customers
- How to build a business that doesn't depend on exhaustion

Need more information or tools?

Check out FTD's YouTube Channel – Mercury Network

Or

Email me at tina@designsofthetimes.com