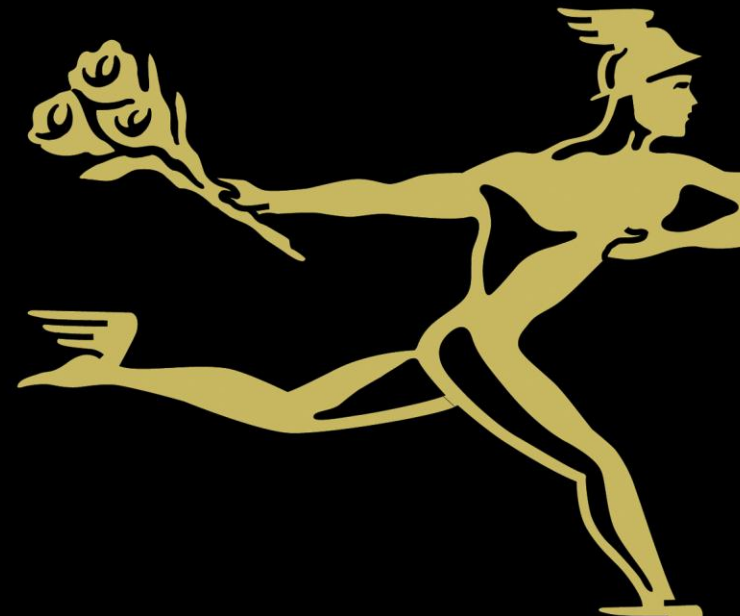


Prepare for a Stress-Free Holiday

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Getting Started

Look up sales data from the previous year.

- Number of orders
- Average Order Amount
- Classification of orders (i.e. roses, mixed arrangements, plants, plush, gift baskets & chocolates)



Shop Displays – 4 weeks before the holiday (except Christmas)

Decorate your display window.



Shop Displays — 4 weeks before the holiday (except Christmas)

Decorate your shop interior.

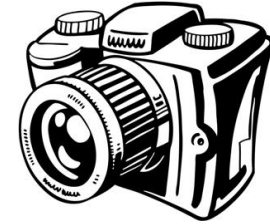


Shop Displays – 4 weeks before the holiday (except Christmas)

Decorate the exterior of your shop.



- Create recipes for your in store specials.
- Choose your containers.
- Choose your fresh product.
- Make sample arrangements and photograph them for email marketing and have print ads printed at this time.



Product Ordering – 4 weeks before the holiday

- Order or Pre Book your fresh flowers & foliage.
- Order all hard goods (i.e. containers, floral foam, ribbon, balloons, plush, chocolate & gourmet items).



Staff Scheduling – 3 weeks before the holiday

- Consult any notes you may have taken from previous years.
- Determine your staffing needs and schedule your employees at this time.





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Production

Beginning Production – 3 weeks before the holiday

- Wrap plush items.
- Wrap boxed chocolates.
- Prepare flower carryout boxes.



Mail your print marketing pieces (i.e. postcards, direct mail).



Container Preparation — 2 weeks before the holiday

- Add floral foam to containers & pre-soak.
- Fill vases with fresh water & flower food.
- Pre-green all containers & vases.
- Add any long lasting items such as curly willow, birds, butterflies, ribbon.



- Begin telemarketing to existing customers.
- Send your first email marketing campaign 1 week before the holiday, and another one about 2 days before.



Fresh Flower Preparation — 1 week before the holiday

- Make sure you have received all your fresh flowers and hydrate them.
- Be sure to thoroughly clean your incoming flowers.
- Be sure to use the proper amount of flower food.



- Create a sample of the FTD specials & your in-shop specials for your staff.
- Begin production of your arrangements using the estimated numbers based on past sales.



Deliveries

- Start deliveries 1-2 days before the holiday, if you have marketed your customers successfully.
- Color code your deliveries for each day.



Deliveries

- Have one member of your staff responsible for routing your drivers.
- Use your POS system (i.e. FTD Mercury) to send delivery confirmations.
- Make sure your drivers get a signature for each delivery.





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Questions???

Email: ddelaflor@aol.com

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www.FTDi.com/FTDUniversity/webinarmaterials.htm

Webinar will be available to view at:

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