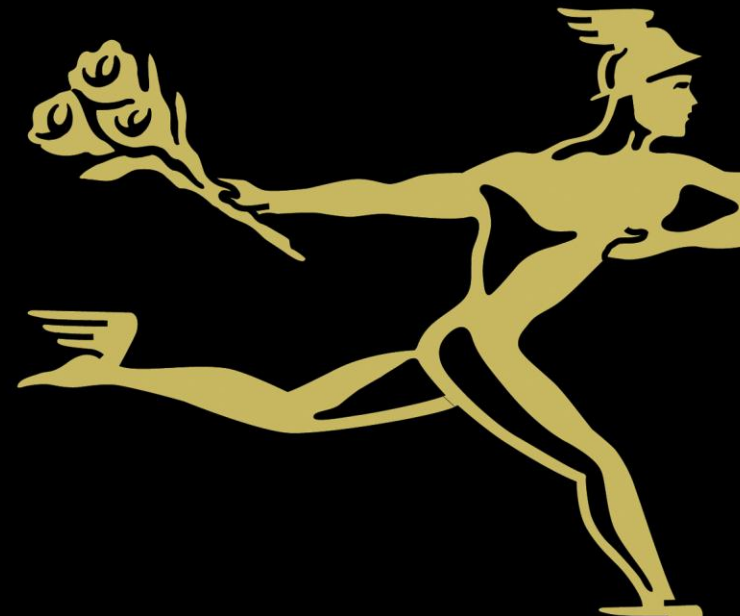


# Preparing for a Successful Holiday Season

September 20, 2011



## What is holiday success?

- Being profitable
- Creating a great consumer experience
- Managing stress and overtime
- Overcoming any last minute obstacles



# Planning

- Review the last 2 years
- Calculate workload
- Create a limited product selection
- Generate a production schedule
- Create a marketing plan



# Review What You Sell

- Review the types of products sold
- Review the number of units sold

Prod Code                  Name		Total Sales		
		Sales Amount	Items	%-Sales
<b><u>DESIGNS OF THE TIMES FLORIST</u></b>				
<b>ARRANGEMENTS</b>				
ARBM	MEDIUM MIXED BASKET ARRANGEMENT	\$40.00	1	0.09%
ARBS	SMALL MIXED BASKET ARRANGEMENT	\$35.00	1	0.08%
ARVL	VASED ARRANGEMENT- LARGE	\$403.05	6	0.90%
ARVM	VASED ARRANGEMENT- MEDIUM	\$1,174.04	24	2.63%
ARVP	VASE ARRANGEMENT - PETITE	\$30.00	1	0.07%
ARVS	VASED ARRANGEMENT- SMALL	\$265.05	8	0.59%
<b>Category Total</b>		<b>\$11,773.52</b>	<b>427</b>	<b>26.37%</b>
<b>FUNERAL</b>				
FUNB	FUNERAL BASKET	\$45.00	1	0.10%
S4-3588	The FTD® Morning Stars Arrangement	\$160.99	1	0.36%
<b>Category Total</b>		<b>\$205.99</b>	<b>2</b>	<b>0.46%</b>
<b>ROSE</b>				
RSV12L	Roses Vased DOZEN LONG STEM	\$600.00	10	1.34%
RSV12M	Roses Vased- DOZEN MEDIUM	\$228.04	3	0.51%
RSV12S	Roses Vased-DOZEN SHORT	\$200.00	5	0.45%
RSV6L	Half - Dozen Roses LONG	\$40.00	1	0.09%
RSW12L	ROSE WRAPPED DZ LONG STEM	\$50.00	1	0.11%
RSWL	ROSE WRAPPED-LONG STEM	\$15.50	3	0.03%
RSWS	ROSE WRAPPED-SHORT STEM	\$8.00	2	0.02%
<b>Category Total</b>		<b>\$1,295.39</b>	<b>42</b>	<b>2.90%</b>



# Review Sales By Day

**2008**

**2009**

**2010**

Date	Day	# Sale	# Del		Day	# Sale	# Del		Day	# Sale	# Del	AVG
18 <sup>th</sup>	Tue	54	37		Thu	67	33		Fri	44	31	33
19 <sup>th</sup>	Wed	70	51		Fri	46	36		Sat	32	18	67
20 <sup>th</sup>	Thu	89	47		Sat	37	26		Sun	4	0	33
21 <sup>st</sup>	Fri	70	83		Sun	1	0		Mon	68	57	47
22 <sup>nd</sup>	Sat	67	73		Mon	94	56		Tue	82	54	71
23 <sup>rd</sup>	Sun	12	0		Tue	65	81		Wed	69	83	67
24 <sup>th</sup>	Mon	40	57		Wed	22	31		Thu	32	48	33



# Review Sales Per Hour

SALES ANALYSIS				
All Stores				
SALES ENTERED 05/02/2011 - 05/09/2011				
	Order Entry/Manual	POS	Total	Staff Hours
6:00 AM 7:00 AM	13	0	13	2.17
7:00 AM 8:00 AM	19	0	19	3.17
8:00 AM 9:00 AM	24	1	25	4.17
9:00 AM 10:00 AM	27	1	28	4.67
10:00 AM 11:00 AM	16	11	27	4.50
11:00 AM 12:00 PM	22	4	26	4.33
12:00 PM 1:00 PM	12	7	19	3.17
1:00 PM 2:00 PM	22	10	32	5.33
2:00 PM 3:00 PM	21	11	32	5.33
3:00 PM 4:00 PM	21	12	33	5.50
4:00 PM 5:00 PM	36	8	44	7.33
5:00 PM 6:00 PM	21	3	24	4.00
6:00 PM 7:00 PM	6	1	7	1.17
7:00 PM 8:00 PM	1	0	1	0.17
8:00 PM 9:00 PM	3	0	3	0.50
9:00 PM 10:00 PM	0	0	0	0.00
10:00 PM 11:00 PM	0	0	0	0.00
11:00 PM 12:00 AM	0	0	0	0.00
<b>STORE TOTAL</b>	<b>264</b>	<b>69</b>	<b>333</b>	<b>55.50</b>

**Staff hrs. = # of orders x 10 min. ÷ 60 min.**

**19 x 10 = 190 minutes**

**190 ÷ 60 = 3 Staff hours**



# Calculate Workload

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- Design
  - # units x 10 minutes = total minutes
  - Total minutes  $\div$  60 minutes = staff hours
    - 123 units x 10 minutes = 1230 minutes
    - 1230 minutes  $\div$  60 minutes = 20.5 staff hours
- Delivery
  - 25 to 40 deliveries depending on size of zone
  - 15 minutes per delivery on an average day
  - 10 minutes per delivery on a holiday





# Create a Limited Product Selection

- Limit product selection for easier selling
- Generate sales sheets for your staff to use
- Use sales sheets in the cooler, on the counter & in your displays



**The FTD Loving Thoughts Bouquet**  
**11-M1**      **11-M1D**      **11-M1P**  
Brilliant pink roses and Oriental Lilies are offset by pink larkspur and lush greens delicately arranged in a pale pink glass vase with a frosted rim and base.  
22H x 15W  
Standard **\$49.99**    Deluxe **\$59.99**    Premium **\$69.99**

**The FTD Spring Garden Bouquet**  
**11-M2**      **11-M2D**      **11-M2P**  
Pink roses and Asiatic Lilies are accented with fresh greens and arranged in a sophisticated silver metallic julep cup.  
12H x 11W  
Standard **\$32.99**      Deluxe **\$42.99**      Premium **\$52.99**

**The FTD Garden Terrace Bouquet**  
**11-M3**      **11-M3D**      **11-M3P**  
Gorgeous lavender roses are arranged amongst purple stock and Bells of Ireland to create a fantastic springtime display. Perfectly paired with a designer pale lavender glass vase with a frosted rim and base.  
17H x 12W  
Standard **\$49.99**    Deluxe **\$59.99**    Premium **\$69.99**

**The FTD Beauty and Grace Bouquet by BHG**  
**11-M5**      **11-M5D**      **11-M5P**  
Pale pink roses, Peruvian Lilies and Oriental Lily stems combine with the vibrant green of Bells of Ireland to create an arrangement displaying Spring's splendid beauty. Paired with a hand-blown designer clear glass vase.  
19H x 14W  
Standard **\$54.99**      Deluxe **\$64.99**      Premium **\$74.99**

**The FTD Perfect Day Bouquet**  
**11-M7**      **11-M7D**      **11-M7P**  
Stunning pink roses are arranged amongst pale pink Asiatic Lily stems, all gorgeously accented with our finest greens. Seated in a designer clear glass vase with a dramatic frosted indentation.  
13H x 10W  
Standard **\$36.99**    Deluxe **\$46.99**    Premium **\$56.99**





# Calculate A Profitable Product Selection

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- Select products and price them appropriately to ensure a profit
- Use a recipe as an inventory control form allowing your designers to generate a profit
- Use these recipes to calculate your product order



# Generate A Production Schedule

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- Design vase work first and then foam designs
- Decide what day you will produce each arrangement
- Receive the flowers to produce that arrangement the day before its scheduled production day
- Don't process flowers...use them right out of the box
- Begin production work seven days before the holiday
- Work five days on assembly line products
- Create odd designs and tag assembly line products on the last two days



# Create A Marketing Plan

- Set marketing budget at 3% to 7% of projected holiday sales
- Divide that budget by the type of media to be used
  - Direct mail
  - Email (last minute orders)
  - Radio (immediate response)
  - Television (visual & credibility)



# Marketing Samples

## Mother's Day is May 8<sup>th</sup>!!!

This Mother's Day thank mom for teaching you to eat your vegetables, clean your room and look both ways before crossing the street! Let her know you appreciate all the life lessons she has shared with an exceptional floral arrangement sure to brighten her day. Call today and we will be happy to assist you with a heart-warming Mother's Day arrangement.

There's no better way to say "I love you, Mom!" than with a distinctive flower arrangement chosen just for her!

P.S. If you place an order by April 30th, 2011 be sure to mention referral code **EOD** and receive \$3 OFF your order!



11-M1  
FTD Loving Thoughts  
Bouquet  
Standard \$49.99  
Deluxe \$59.99  
Premium \$69.99



11-M7  
FTD Perfect Day  
Bouquet  
Standard \$36.99  
Deluxe \$46.99  
Premium \$56.99



11-M2  
FTD Spring Garden  
Bouquet  
Standard \$32.99  
Deluxe \$42.99  
Premium \$52.99

- Taking the orders earlier saves precious holiday hours
- Provide an early order discount via email, direct mail or client calls
- Generate a list of customers who sent flowers for the holiday last year
- Include your top 100 customers (by units sold not gross dollars)



# Marketing Samples

- Remind your customers to purchase from you
- Limit their choices to make it easier to produce quality products

## Valentine's Day ...February 14th!



**11-V1 Valentine Magic \$65.00**  
Set the mood with rich red roses, white peruvian lilies and soft pink oriental lilies glowing in this red glass vase. 19hx14w



**11-V2 Sweethearts Bouquet \$39.99**  
Deep red roses and carnations in a clear cut glass vase. 11hx9w



**11-V3 Romantic Reflections \$45.00**  
Celebrate love with vibrant red roses and pale pink asiatic lilies nestled into stunning frosted accented designer vase. 13hx10w



**11-V4 Gift of the Heart \$39.99**  
A designer red shaped heart vase filled with a graceful combination of red and white tulips. 12hx8w



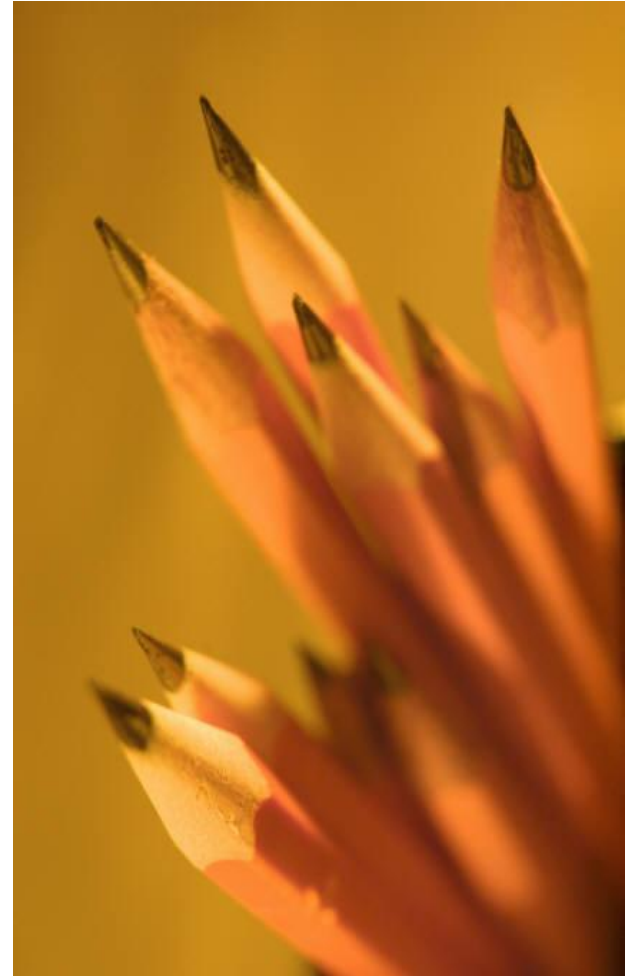
**Passion by the Dozen**  
Hearts skip a beat with exquisite roses arranged in vase.  
Long Stem \$70.00  
Medium Stem \$60.00  
Short Stem \$50.00





# Homework: Planning

1. Make a list of the arrangement types and quantities you want to sell for the holiday
2. Limit product selection for easier selling
3. Create recipes to ensure your profitability
4. Send holiday sales reminder letters to your clients
5. Review your peak days to plan work schedules



# Preparation

- Generate a check-off list
- Hold a staff meeting
- Provide training
- Create a back-up plan





# Generate A Check-off List

- Prep containers and gather supplies
- Put foam, cardettes and tags in containers
- Clean and organize your work area
- Create a schedule for staff to take lunch
- Decide on the menu for catered or homemade meals
- Restock your change from the bank a week before the holiday



# Generate A Check-off List

Product	Product
Bud Vases	Open Heart
Cardette 18"	Solid Heart
Cardette 9"	Cross Form
Care Tags (DG, Plant, Rose)	Bull Tape ¼"
Casket Saddles	Peanut Basket
Corsage Box	Plant Basket 10"

- Print out a check-off list of all hard goods and office supplies
- Highlight the items you need and order them a month before the holiday



# Hold A Staff Meeting

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- Meet with staff two weeks prior to the holiday
- Review notes from previous holidays
- Focus on past trouble spots
- Use this meeting to conduct a sales primer
- Discuss
  - Pecking order
  - Lunch breaks
  - Time deliveries
  - Promotions



# Provide Training

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- Staff
  - Review your complaint log from last year
  - Generate best practices to solve common complaints
- Drivers
  - Create a simple sheet with best delivery practices
- Outsource
  - Contact Kelly Services for phone sales
  - Obtain temporary help from churches, schools or local service organizations



# Create A Back-up Plan

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- Delivery
  - Schedule 1-2 more drivers than you need
  - Establish a rental car agency profile
  - Contact taxi or package company for possible delivery overflow
- Design
  - Host monthly design classes to create a pool of potential temporary workers
  - Use an assembly line to produce products
  - Buy pre-made bouquets you can “chop and drop”



# Create A Back-up Plan

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- Product
  - Place your flower order 6-8 weeks before the holiday
  - Sell open orders or advise customer of potential substitutions
  - Create your in-house specials without premium products
  - Have contact names and phone numbers for all vendors at your fingertips
- Equipment
  - Schedule a cooler equipment check 2 weeks prior to the holiday
  - Locate a refrigerator truck company for emergency break downs
  - Prepare a plan-o-gram for on site product storage in case of equipment failure



# Create A Back-up Plan

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- Website
  - Review and limit your product selection
  - Know how to suspend your website
- Wire Services
  - Review your delivery zip codes prior to the holiday
    - Contact FTD Member Services (800-788-9000 or email [ftdmemberservices@ftdi.com](mailto:ftdmemberservices@ftdi.com))
  - Know how to suspend zip codes during the holiday
    - Send a GEN message to 90-0075AA or email [distributiongroup@ftdi.com](mailto:distributiongroup@ftdi.com)
  - Know how to suspend your Mercury, Dove or other order transmission system
    - View suspend information for Mercury ([www.FTDi.com/mercurytechnology/suspend.htm](http://www.FTDi.com/mercurytechnology/suspend.htm))

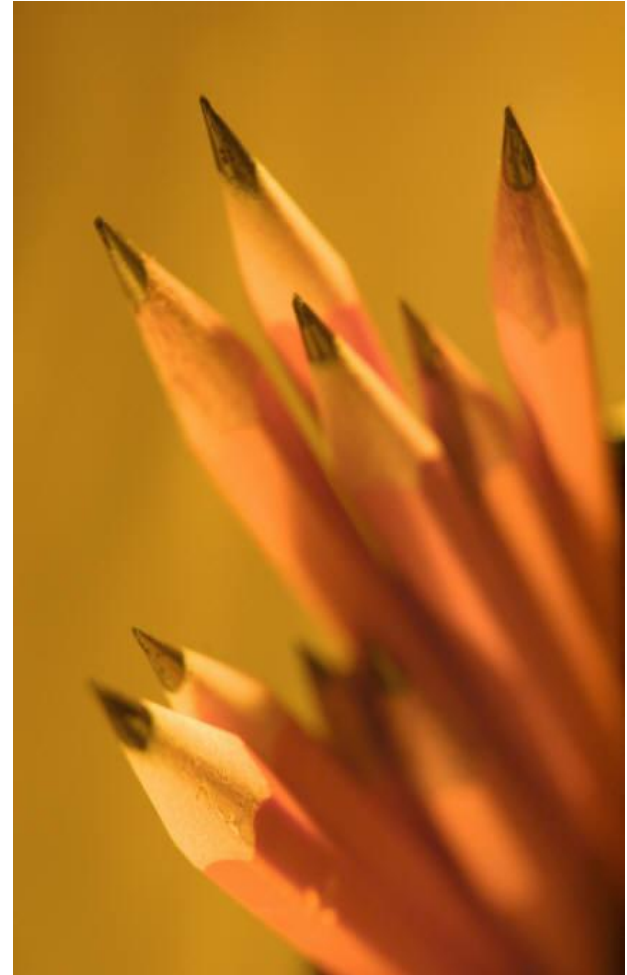




# Homework: Preparation

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1. Restock supplies and containers
2. Prep containers in advance
3. Hold a staff meeting
4. Prepare a back up plan



# Management

- Organize designs
- Manage delivery
- Complete post-holiday follow up



# Organize Designs

- Use technology to keep track of work load
- Make sure orders don't get misplaced
- Track your codified container sales for sell out
- Sleeve and label individual arrangements
- Use colored dots on the enclosure cards to sort designs by delivery zones for easier driver routing



# Organize Assembly Line

Calculate Assembly Line Time:

Step One:

Number of Insertions	21	
Average Time Per Insertion	x 8	Seconds
	<u>168</u>	Seconds

Step Two:

Making 70 Arrangements	70	
Number of Seconds from Step One	x 168	Seconds
	<u>11760</u>	Seconds

Step Three:

Translate Seconds into Minutes	11760	
Divided by 60 Seconds in a Minute	<u>60</u>	=196 Minutes

Step Four:

Take the Above Minutes	196	Minutes
Add Minutes for Set Up	15	Minutes
Total Minutes	<u>211</u>	Minutes

Step Five:

Take Above Minutes	211	Minutes
Divided by 60 to Translate into Hours	<u>60</u>	= 3.5 Hours

.....

Regular Design Time Would Have Been: 70 x 10 Minutes = 700 Minutes

- 1) That's Over Three Times As Long
- 2) Assembly Line can be made of 3-4 breathing people and 1 designer



1. Set up containers
2. 3 to 4 people
3. 1 designer
4. Give 1 product to each person
5. Start at the same container and follow the person ahead of you
6. People move not containers



# Manage Delivery

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- Create a list of cell phone numbers for temporary drivers
- Provide temporary drivers with a special phone number to call in with questions
- Set zones for delivery
- Generate and pull a new route once a driver leaves



# Manage Delivery With Technology

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- View unfinished designs in delivery zones
- Increase delivery speed with driving directions or an automatic GPS download
- Save gas through efficient routing
- Know when you are close to capacity
- Preview time sensitive deliveries
- Perform automatic delivery confirmations
- Prevent deliveries on the wrong day



# Complete Post-Holiday Follow Up

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- Keep a diary – a synopsis of the holiday
- Send thank you notes to staff and temporary workers
- Smile and remember every complaint is an opportunity to improve your service

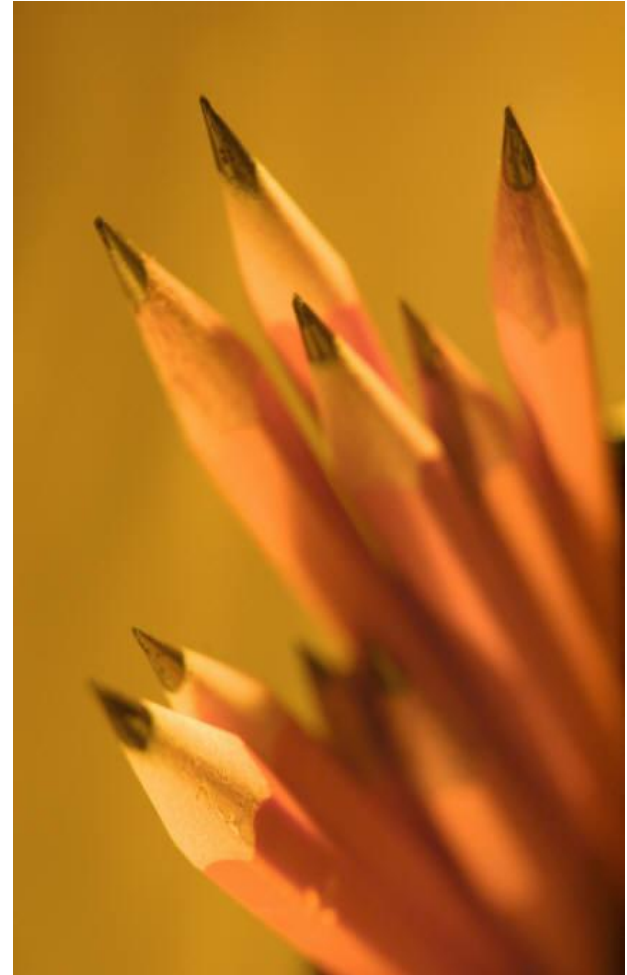




# Homework: Management

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1. Organize your assembly line
2. Establish delivery process and collect driver information
3. Track codified container sales for sell out
4. Create a diary for yearly review



# Questions???

Email: [tinastoecker@yahoo.com](mailto:tinastoecker@yahoo.com)

Handouts: [www.ftdi.com/education](http://www.ftdi.com/education)

Webinar will be available to view at:  
[www.ftduniversity.com](http://www.ftduniversity.com)