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

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<th>Prod Code</th>
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### Review Sales Per Hour

**SALES ANALYSIS**

**All Stores**

**SALES ENTERED 05/02/2011 - 05/09/2011**

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

19 x 10 = 190 minutes

190 ÷ 60 = 3 Staff hours
Calculate Workload

• Design
  o # units x 10 minutes = total minutes
  o Total minutes ÷ 60 minutes = staff hours
    • 123 units x 10 minutes = 1230 minutes
    • 1230 minutes ÷ 60 minutes = 20.5 staff hours

• Delivery
  o 25 to 40 deliveries depending on size of zone
  o 15 minutes per delivery on an average day
  o 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

• 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

- 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
  o Direct mail
  o Email (last minute orders)
  o Radio (immediate response)
  o Television (visual & credibility)
• 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
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

- 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

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<th>Product</th>
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<td>Bud Vases</td>
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<td>Cardette 18”</td>
<td>Solid Heart</td>
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<td>Cardette 9”</td>
<td>Cross Form</td>
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<tr>
<td>Care Tags (DG, Plant, Rose)</td>
<td>Bull Tape ¼”</td>
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<tr>
<td>Casket Saddles</td>
<td>Peanut Basket</td>
</tr>
<tr>
<td>Corsage Box</td>
<td>Plant Basket 10”</td>
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Hold A Staff Meeting

- 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

• Staff
  o Review your complaint log from last year
  o Generate best practices to solve common complaints

• Drivers
  o Create a simple sheet with best delivery practices

• Outsource
  o Contact Kelly Services for phone sales
  o Obtain temporary help from churches, schools or local service organizations
Create A Back-up Plan

• Delivery
  o Schedule 1-2 more drivers then you need
  o Establish a rental car agency profile
  o Contact taxi or package company for possible delivery overflow

• Design
  o Host monthly design classes to create a pool of potential temporary workers
  o Use an assembly line to produce products
  o Buy pre-made bouquets you can “chop and drop”
Create A Back-up Plan

**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

• Website
  o Review and limit your product selection
  o Know how to suspend your website

• Wire Services
  o Review your delivery zip codes prior to the holiday
    ▪ Contact FTD Member Services (800-788-9000 or email ftdmemberservices@ftdi.com)
  o Know how to suspend zip codes during the holiday
    ▪ Send a GEN message to 90-0075AA or email distributiongroup@ftdi.com
  o Know how to suspend your Mercury, Dove or other order transmission system
    ▪ View suspend information for Mercury (www.FTDi.com/mercurytechnology/suspend.htm)
Homework: Preparation

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
168 Seconds

Step Two:
Making 70 Arrangements 70
Number of Seconds from Step One x168 Seconds
11760 Seconds

Step Three:
Translate Seconds into Minutes 11760
Divided by 60 Seconds in a Minute \( \frac{11760}{60} = 196 \) Minutes

Step Four:
Take the Above Minutes 196 Minutes
Add Minutes for Set Up 15 Minutes
Total Minutes 211 Minutes

Step Five:
Take Above Minutes 211 Minutes
Divided by 60 to Translate into Hours \( \frac{211}{60} = 3.5 \) 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

- 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

- 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

- 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

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

Handouts: www.ftdi.com/education

Webinar will be available to view at: www.ftduniversity.com