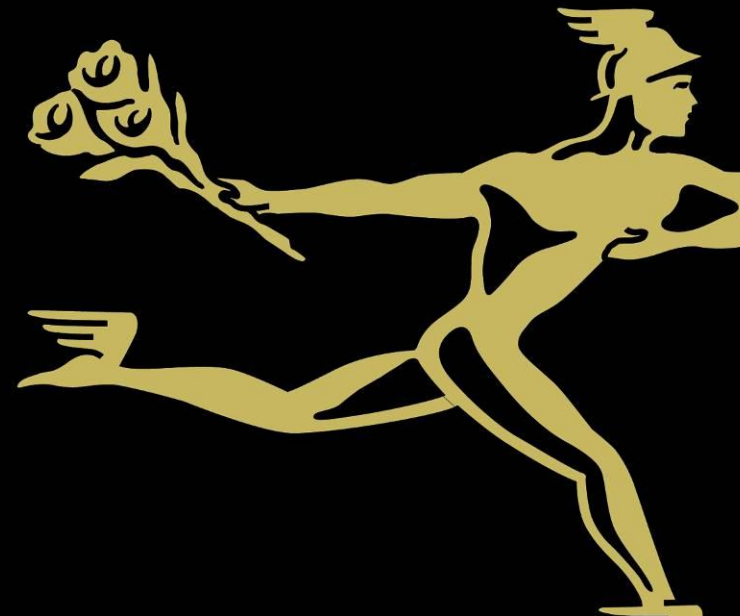


# Pump Up the Profits in your Wedding Business

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**To learn key ways to  
increase your overall  
wedding sales...  
and do it profitably!**



**Consider add on sales  
such as linens, chairs,  
plants, uplighting, etc.**





**Get to know the bride & family to determine their spending capabilities.**

**10-15% of total wedding budget**











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**Be the EVENT designer  
not just the  
floral designer.**







**Get your costs right so all  
the work is profitable.**







**Keep your labor  
costs in line.**







**Partner with wedding vendors who can supply the products you need.**







**Determine what sells  
and inventory it.**

**Be a one-stop shop  
for your bride!**







# Promote your business to everyone.

- Your Website
- Facebook
- Twitter
- Wedding Planners
- Hotels & Event Spaces







# Create a custom catalog for wedding planners & hotels.





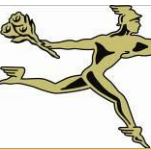




# Purchasing Flowers

***Where do you buy your flowers?***

***Are you getting the best price?***



## Quality vs. Quantity







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## **Wholesalers vs. Growers or Brokers**





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# Cost of Goods Sold (COGS)

**30% COGS**

**30% Fixed Costs**

**30% Payroll**

**10% Profit**





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**Buy seasonal to  
get better prices.**







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## Get It Right!







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