Pump Up the Profits in your Wedding Business
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Today’s Objective:

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
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.
How You Do It…

Partner with wedding vendors who can supply the products you need.
How You Do It…

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?
Purchasing Flowers…

Quality vs. Quantity
Purchasing Flowers…

Wholesalers vs. Growers or Brokers
Purchasing Flowers…

Cost of Goods Sold (COGS)

30% COGS
30% Fixed Costs
30% Payroll
10% Profit
Purchasing Flowers…

Buy seasonal to get better prices.
Purchasing Flowers…

Get It Right!