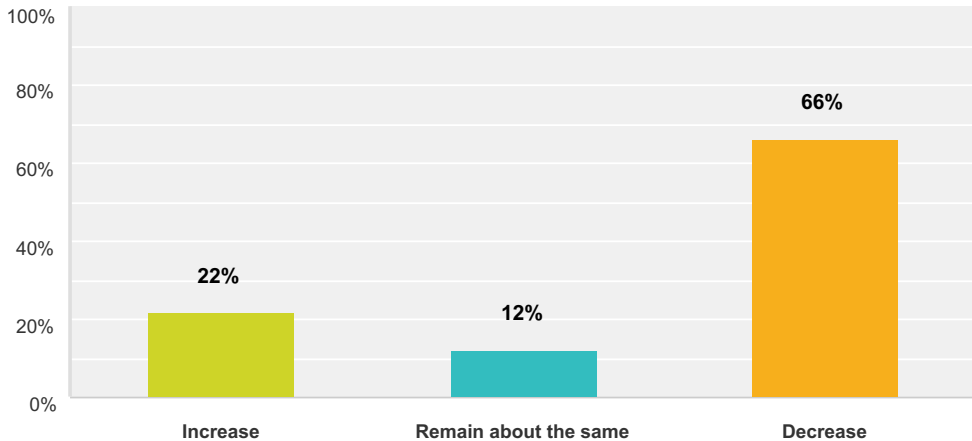
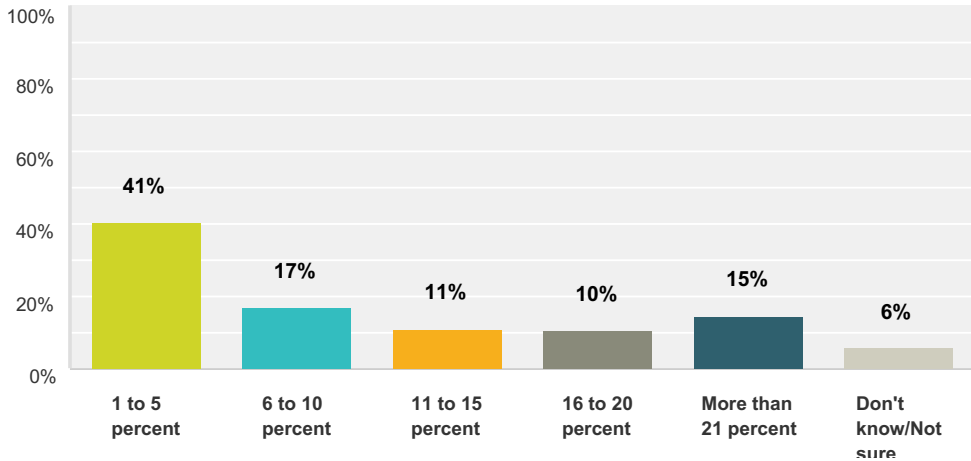


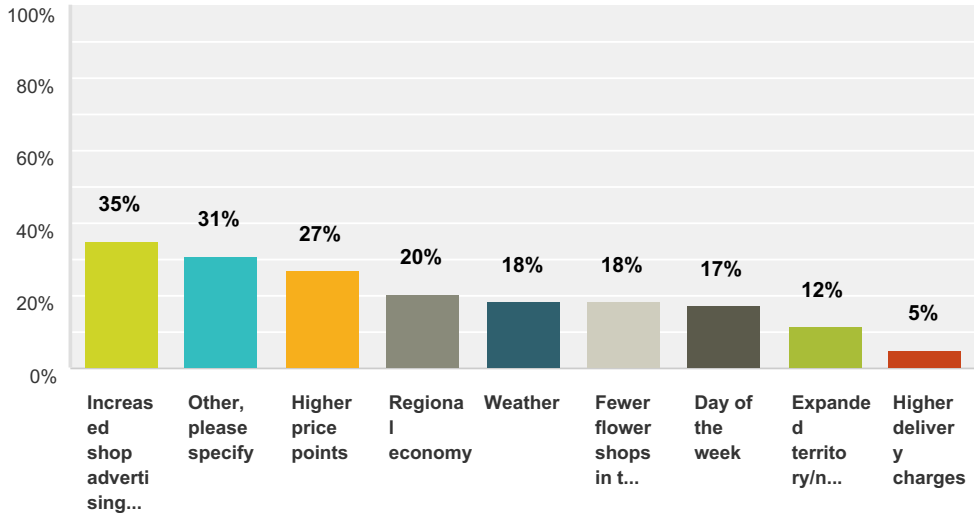
Valentine's Day Sales 2016 vs 2015



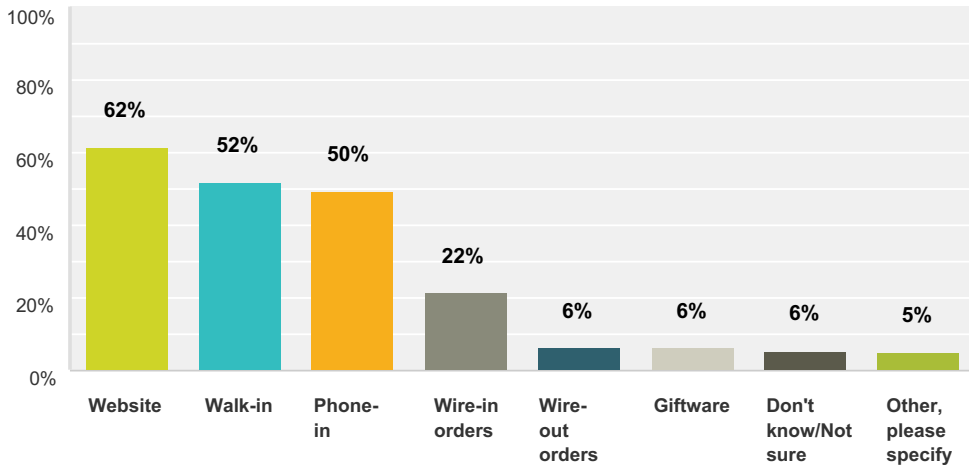
% Sales Increased 2016 vs 2015



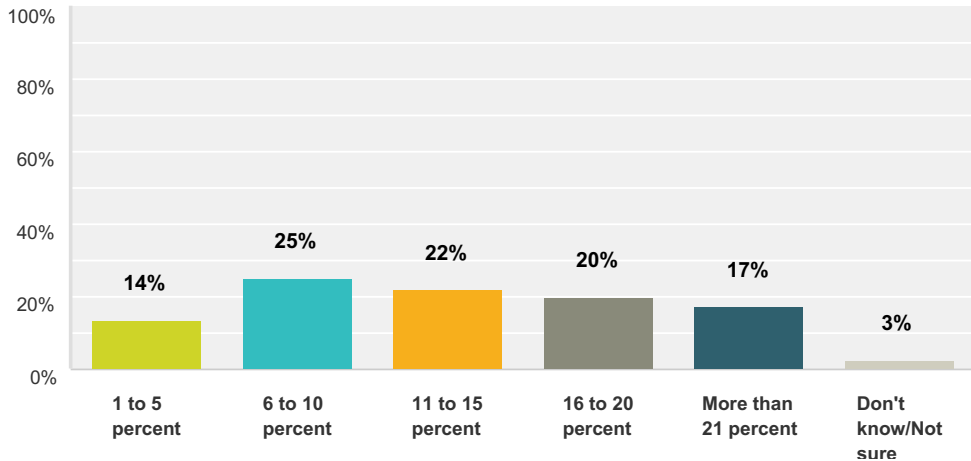
Increased Sales: Factors



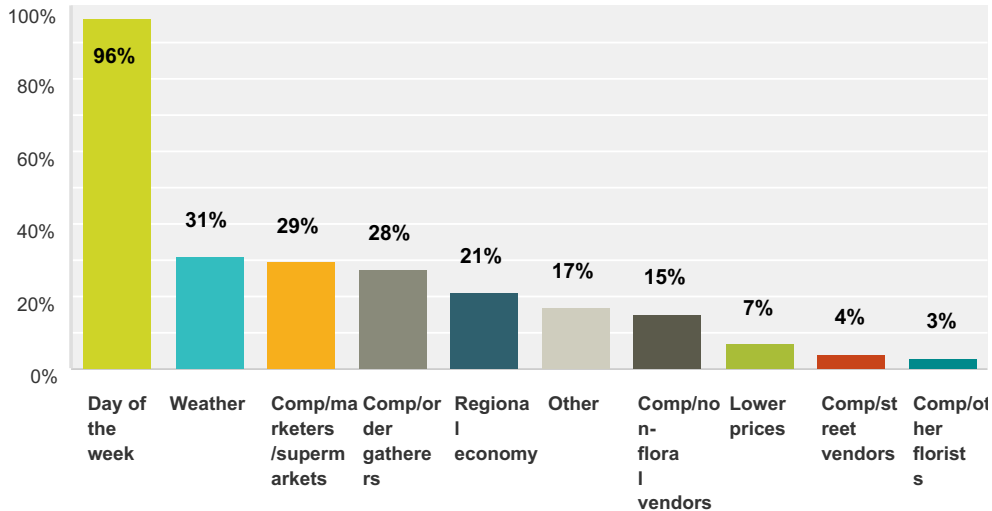
Which Areas Increased in Sales?



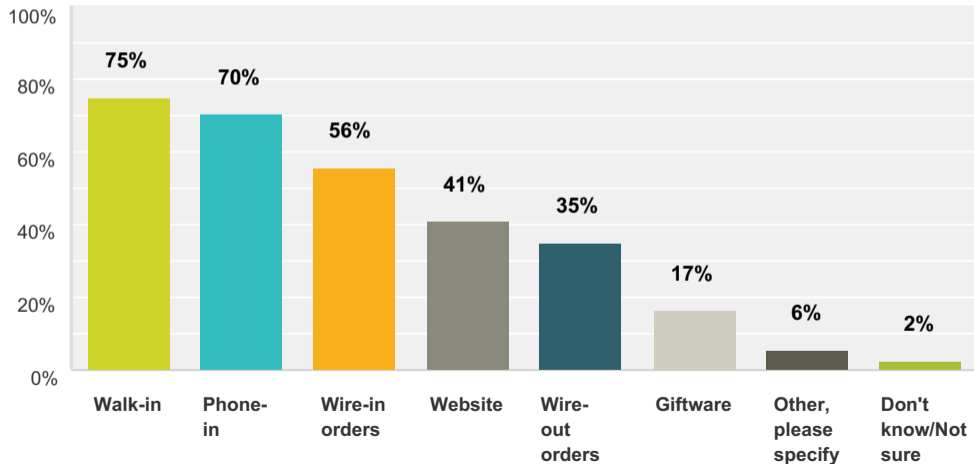
% Sales Decrease 2016 vs 2015



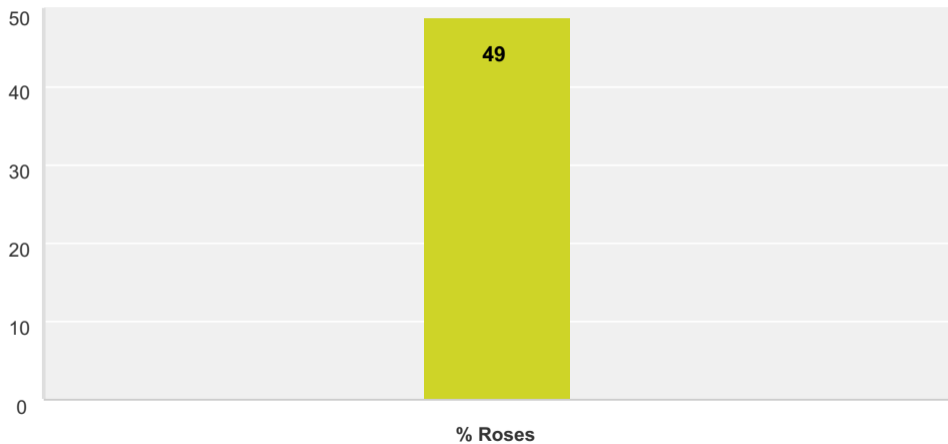
Decreased Sales: Factors



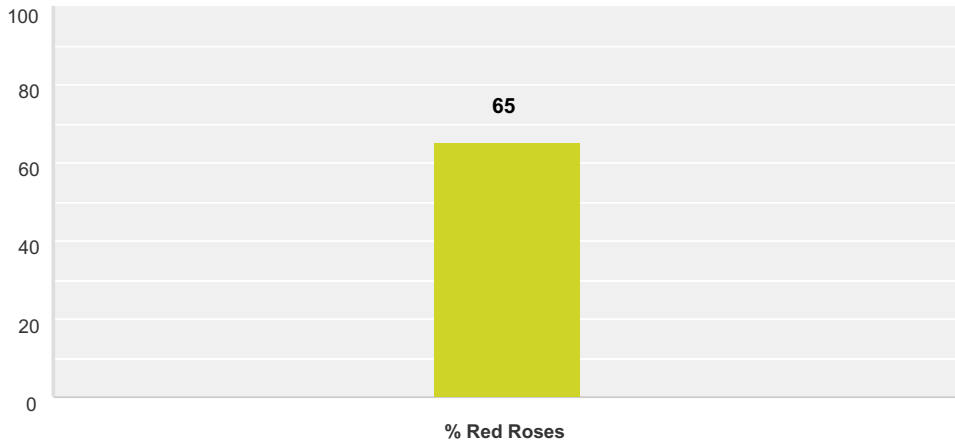
In which area(s) did you see a **DECREASE** in sales? (check all that apply)



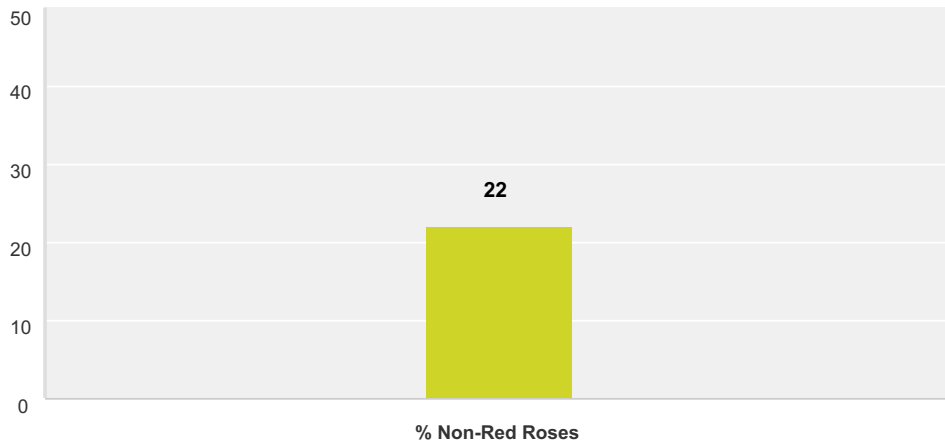
% of orders for Roses?



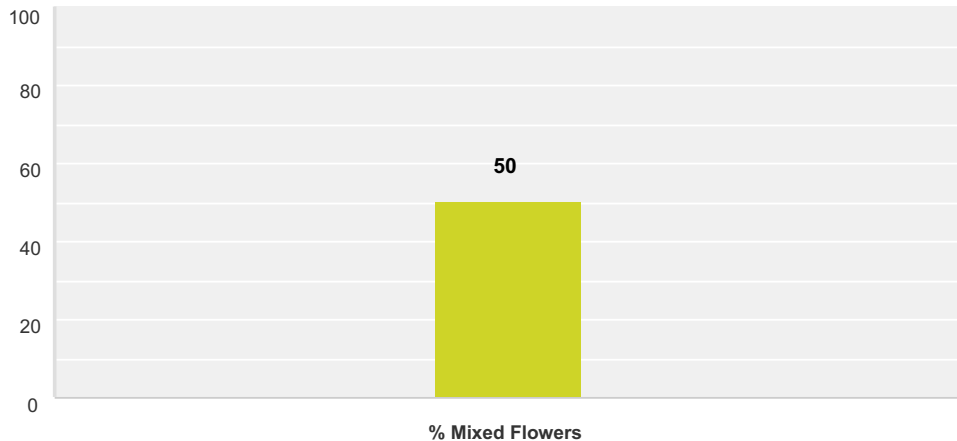
% of orders for Red Roses?



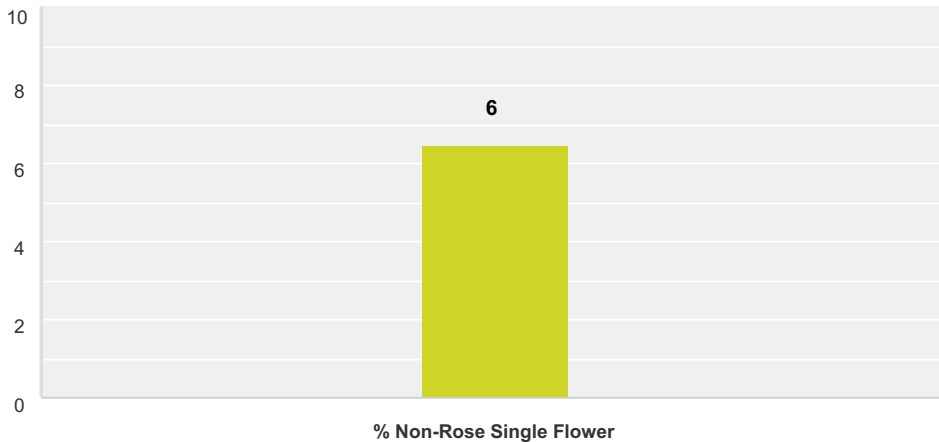
% of orders for Non-Red Roses?



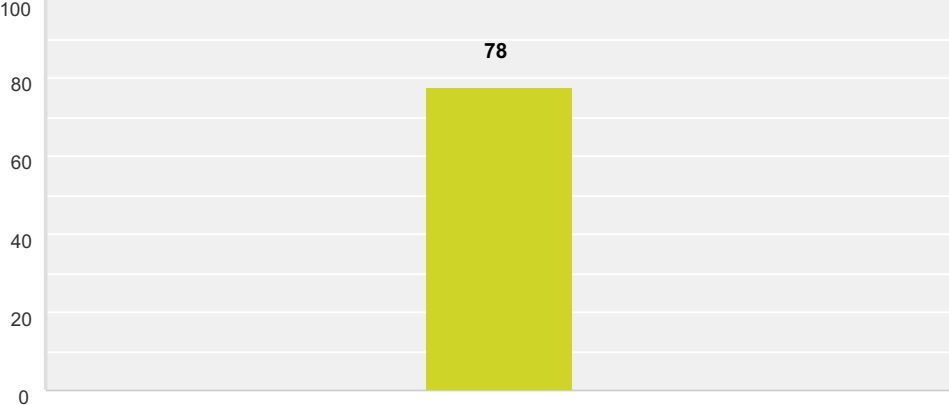
% of orders for Mixed Flowers?



% of orders for Non-Rose Single Flowers?

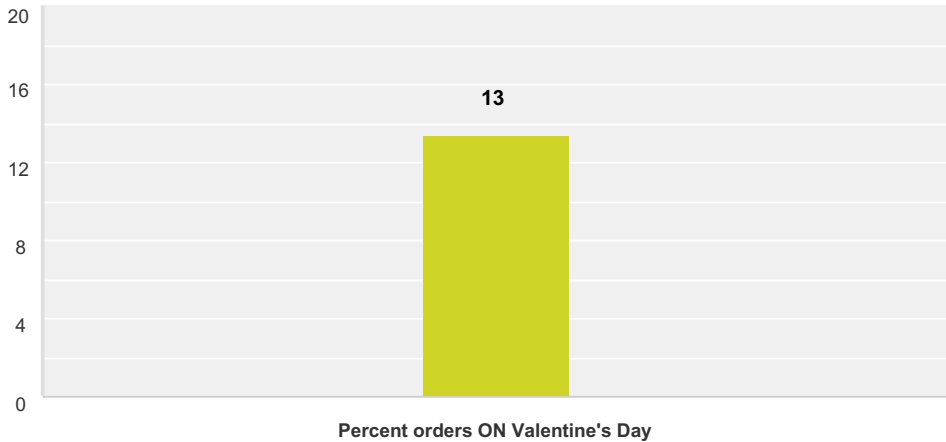


Percentage of orders that came in BEFORE Valentine's Day (average)



Percent orders the day BEFORE Valentine's Day

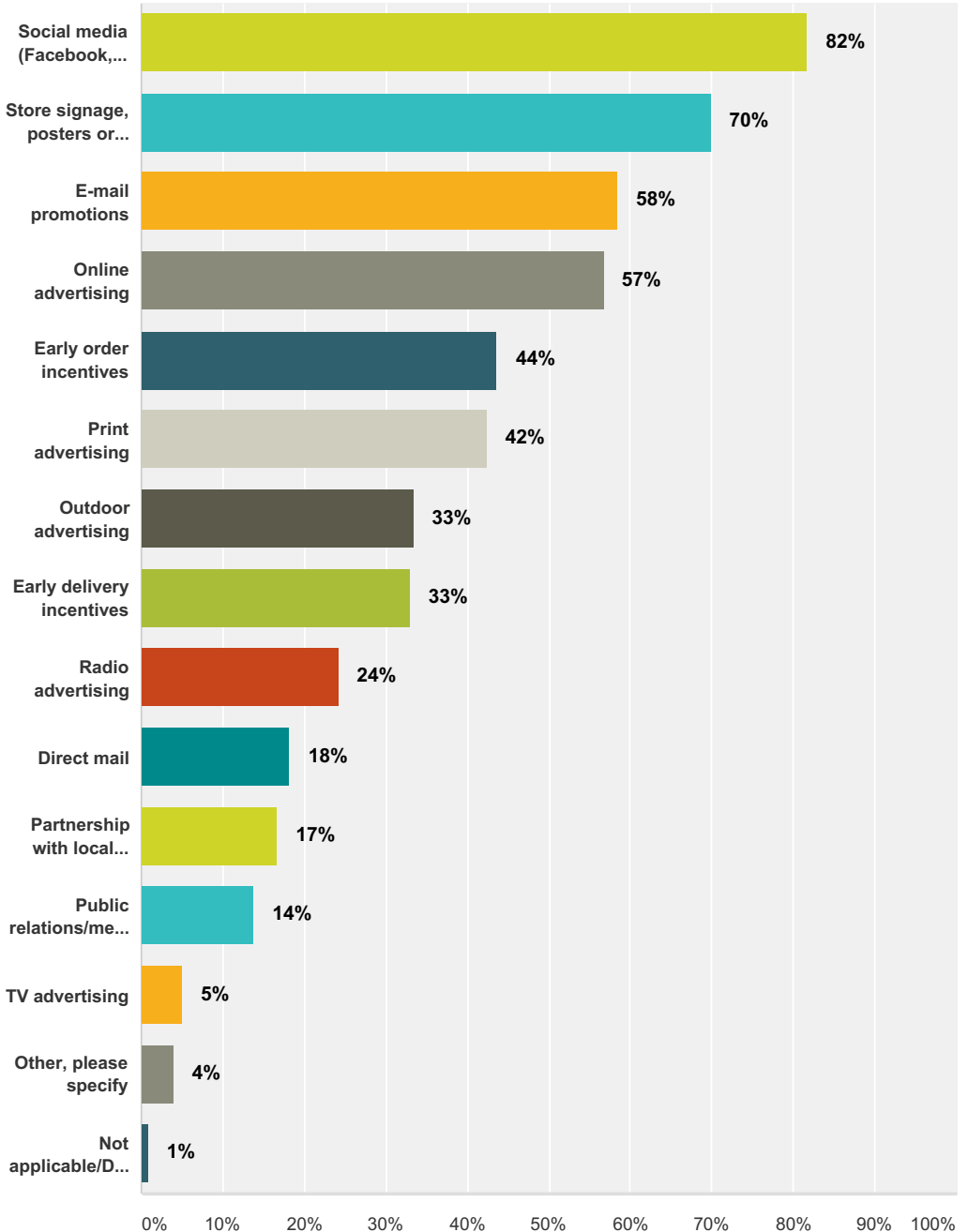
Percentage of orders that came in ON Valentine's Day (average)



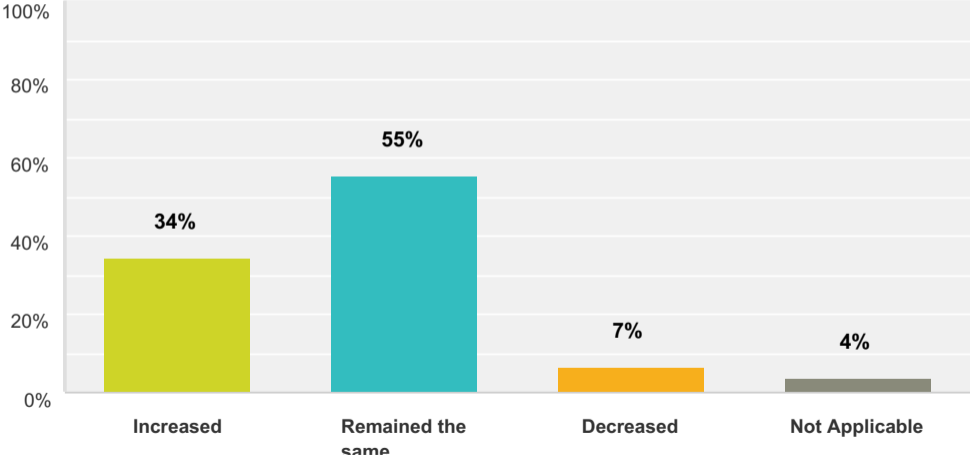
Percentage of orders delivered ON Valentine's Day



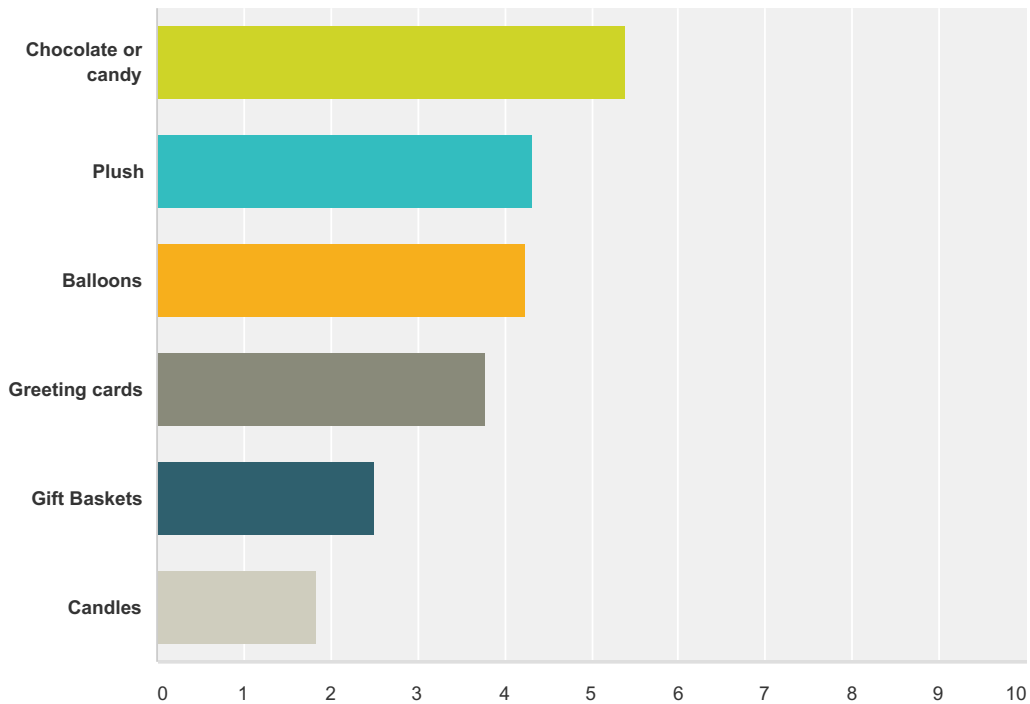
How Did You Promote Valentine's Day?



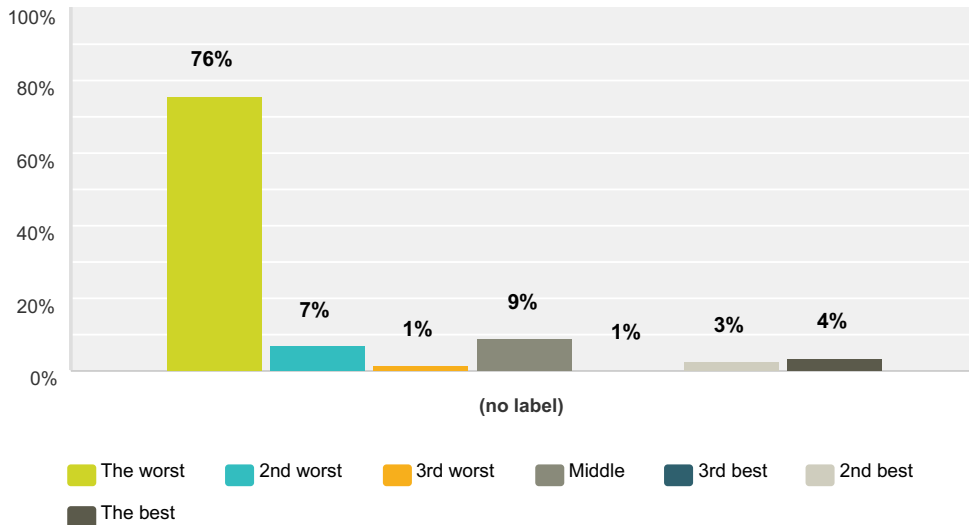
Shop Promotion: 2016 vs 2015



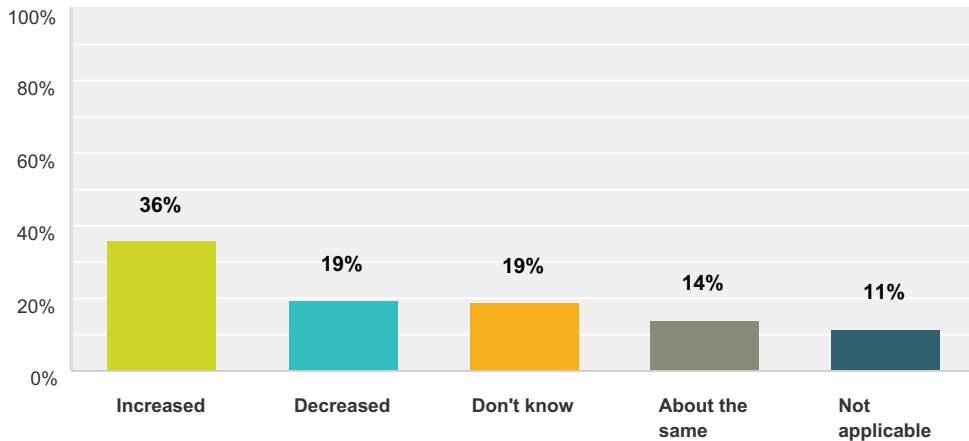
Most Popular Non-Floral Gift Items



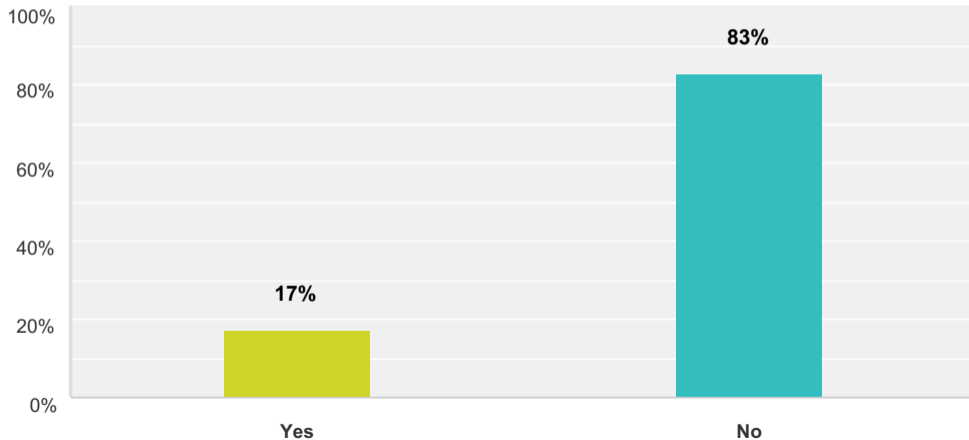
Sales rank when Valentine's Day falls on a Sunday compared to other days



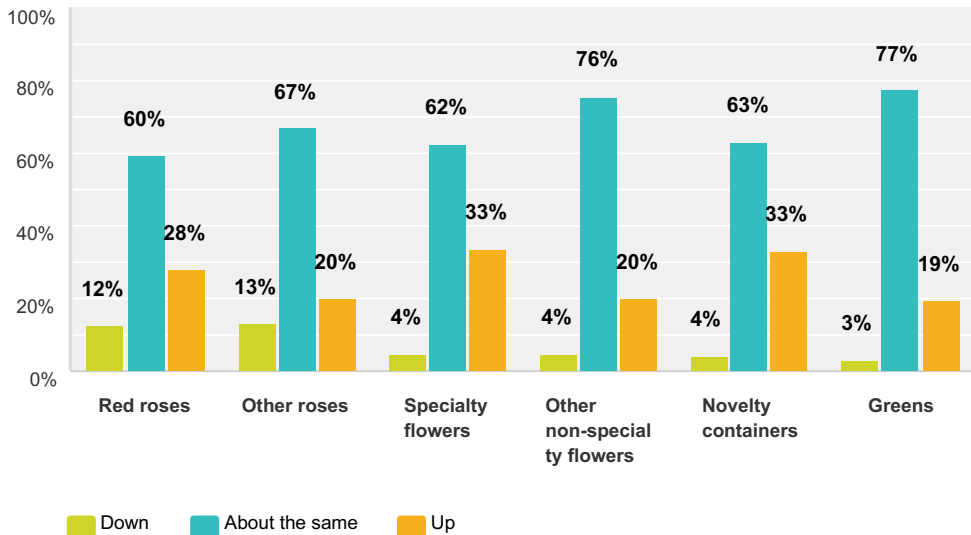
Sales: Valentine's Day 2010 vs. 2016 (Sundays)



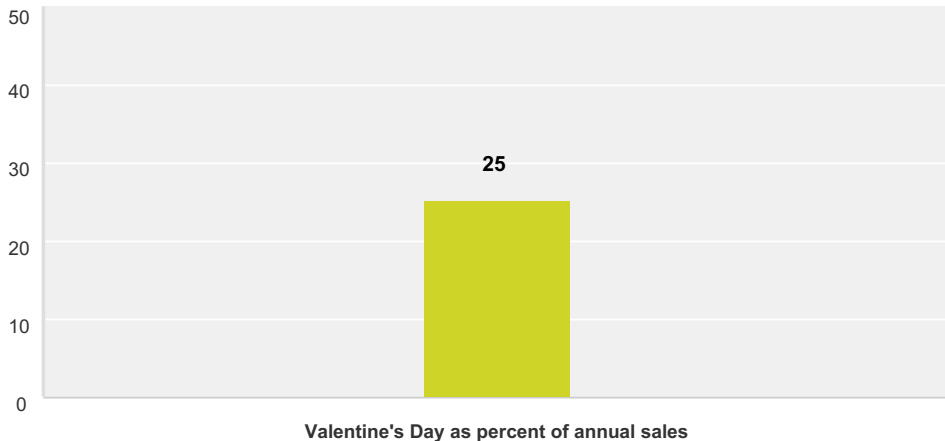
Did you stop taking orders or turn away any business on Valentine's Day?



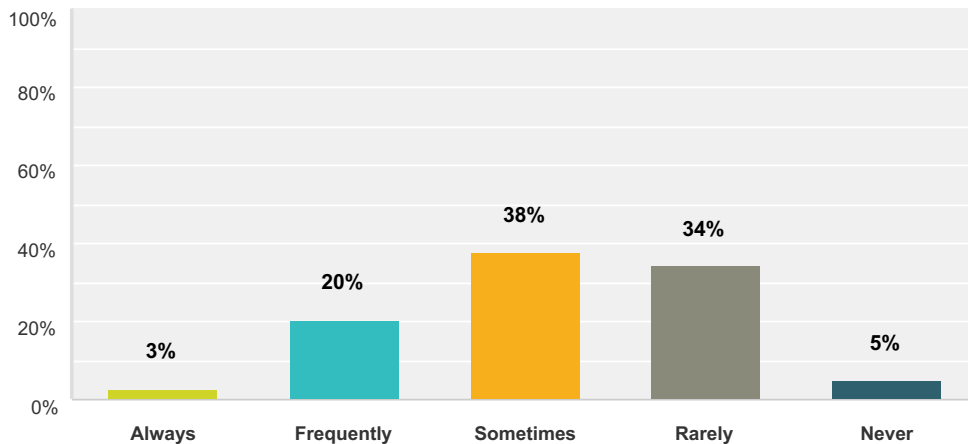
Cost of Product, 2016 vs 2015



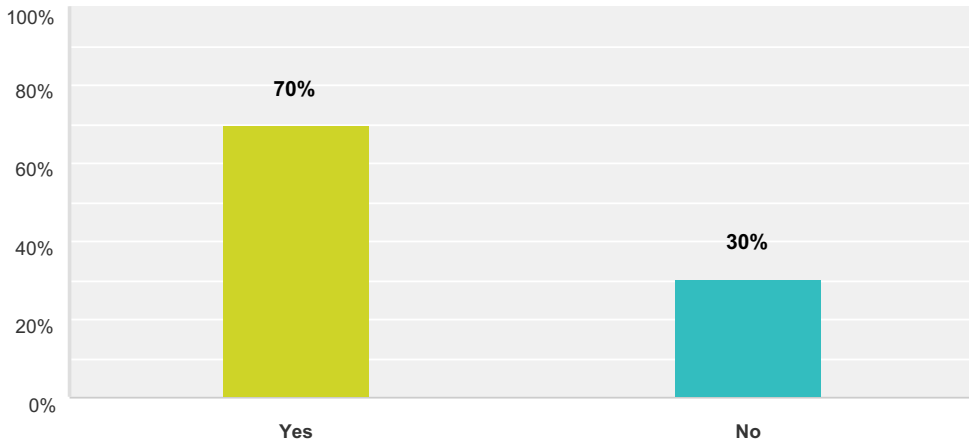
What percent of your ANNUAL sales do Valentine's Day sales comprise?



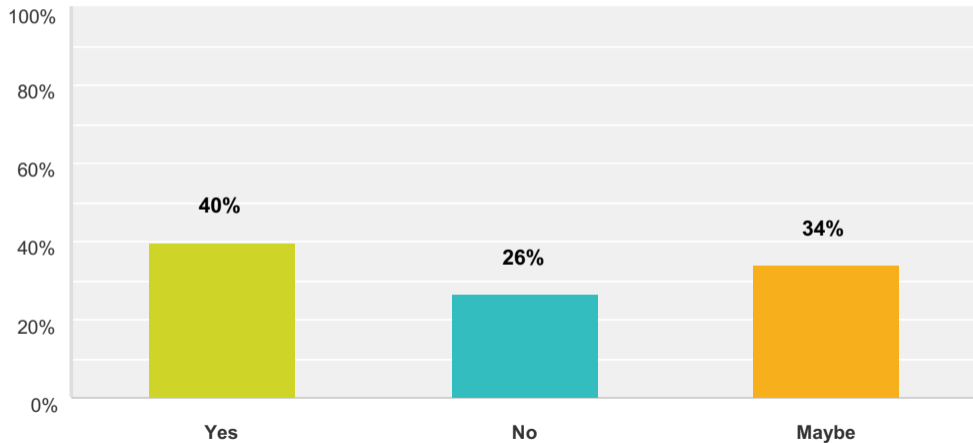
How often do customers ask where your flowers come from?



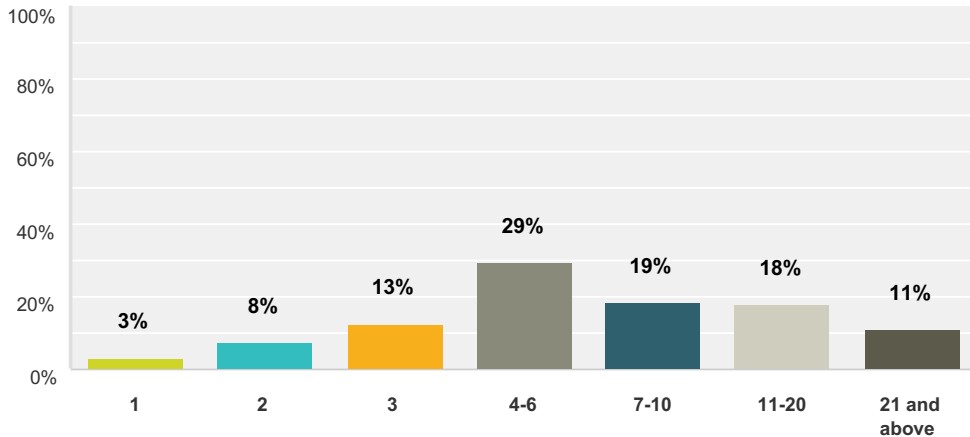
Are you aware that International Women's Day is March 8?



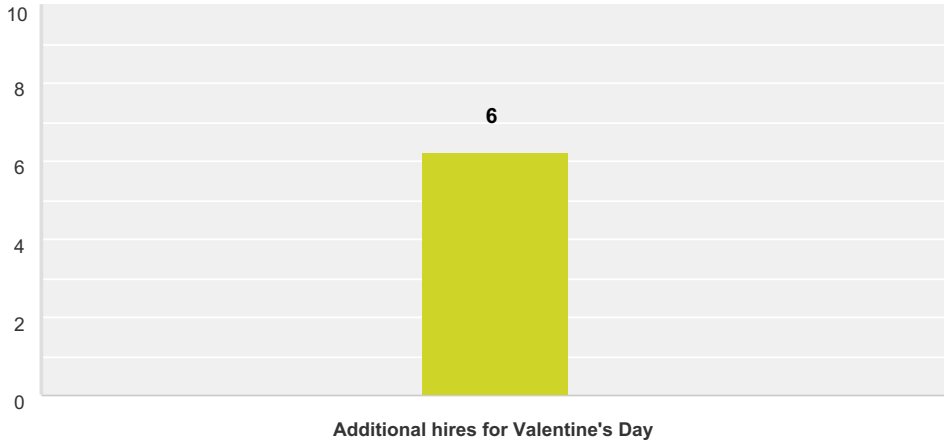
Do you plan to promote Women's Day?



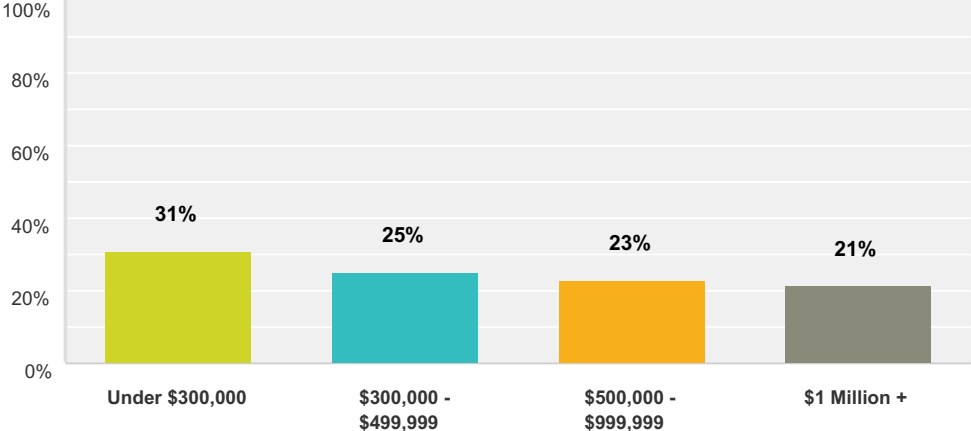
How many employees (including yourself) are employed in your business?



How many additional workers did you hire for Valentine's Day?



What is the size of your business in annual sales?



Which best describes the location of your business(es)?

