High Volume Fulfillment For All…

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Overview Of Today’s Program

• Introductions
• How We Got Here
• Year Round Best Practices
• Main Prep Concepts
• Applications Large and Small
• Extra Staffing
• Q&A
How We Got Here…
It All Began Long Ago…
1923 To Be Exact
Fulfillment Evolved

• Increase Of “Online Marketers”
• Increased Delivery Areas
• Consolidation of Retailers Within Metro Area
Year Round Best Practices

Buying Basics
Year Round Best Practices

Staff Accordingly
Year Round Best Practices

Minimize Infrastructure Costs
Year Round Best Practices

Include Traditional Holiday Concepts Every Day
Holiday Prep Concepts

6 Months Out

• Preliminary Flower Counts
• Staff Reviews
• Ideas For Specials
• Front Room Coordination/Plans For Retail Level
Holiday Prep Concepts

5 Months Out
• Scheduling With Temp Agency
• Creating A Staffing Need List
• Making Structural Improvements To Help Flow
• Pulling Add-On’s
Holiday Prep Concepts

4 Months Out
• Prepare Capacity Plans
• Design Center
• Retail Supported By Design Center
• Stand Alone Retail
Holiday Prep Concepts

3 Months Out

• Procure All Hard Goods/Supplies
• Initial Fresh Orders To Farms
Holiday Prep Concepts

2 Months Out

• Narrow Flower Counts Based On Wire Service And Local Specials
• Finalize Walk-In Retail Areas
• Send Final Orders For Fresh Product
Holiday Prep Concepts

1 Month Out

• Plan Hiring Ad Schedule
• Finish Last Prep Tasks
• Cut Balloon Strings
• Make Boxes
Holiday Prep Concepts

3-4 Weeks Out

• Container Prep
• Greening
Holiday Prep Concepts

2 Weeks Out

• Greening Complete
• Begin “Flowering”
Holiday Prep Concepts

10 Days Out
• Production Schedule In Full Effect

• 8-10 Days Before
  • 200-300/day

• 5-7 Days Before
  • 500/day

• 1-4 Days Before
  • 750-1,000/day
Holiday Prep Concepts

D-Day Staffing – It Pays Off

• Valentine’s Day
• Full Design Team Gone at 11:00am
• Mother’s Day
• 4 Designers Off
• Full Design Team Gone by 12:00pm
Holiday Prep Concepts

“It Sounds So Easy And Really Is – Just Takes A Good Plan”
Importance Of Proper Purchasing
Fulfillment Concepts At Retail Store Level

Visit Shops Two Months Before To Review Plans

Weekly Progress Calls

Daily Progress Calls
Fulfillment Concepts At Retail Store Level

• Temporary Components
• Refrigeration
• Staff
• Design Space
• Delivery
Fulfillment Concepts At Retail Store Level
Same Concepts At All Levels
Get It All Delivered
Temporary Hiring Best Practices

- Identify Needs
- Temp Agency
- Online Ads
- Previous Help
- Screen
- Mini Interview
- Night Before Reminder
Goals of Proper Plan

• Save on Labor - Especially Overtime
• Reduce Last Minute Ineffective Labor
• Allow For “Murphy’s Law”
• Prove To All That Future Growth Can Be Sustained
• Increase Employee Morale
QUESTIONS AND ANSWERS…