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# SECRETS TO PROFITABILITY ON VALENTINE'S DAY

SAF WEBINAR — JANUARY 12,  
2021



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THERE ARE NO  
SECRETS...  
SIMPLY SMART  
MANAGEMENT -  
BACK TO THE  
BASICS

- Productivity
- Controlling Cost of Goods Sold
- Staffing

# PRODUCTIVITY

Definition:

The effectiveness of productive effort as measured in terms of the rate of output per unit of input.

For a retail florist high productivity is:

- More dollars of design work per hour of design time
- More sales per hour and average price higher
- More deliveries per hour

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# DESIGNER PRODUCTIVITY

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- Start with fewer SKU's on your website
  - Create your own shop specials at different price points
  - Reduce all specials to recipes
  - Produce multiple arrangements at the same time

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# SALES PRODUCTIVITY

- Steer customers toward your special arrangements
- Try to avoid custom designing
- Suggest more expensive items first

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# DRIVER PRODUCTIVITY

- The only way to increase driver productivity is to group as many deliveries to as small a geographical area as possible
  - Routing programs can do this quickly
  - Plan on doing more deliveries due to Covid
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# CONTROLLING COST OF GOODS SOLD

- Definition:

Controlling the number of items – primarily flowers & greens – that go into an arrangement

For a retail florist that means:

- Counting every item that goes into each arrangement
- Recipes are a vital tool
- Make multiple copies at the same time

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# STAFFING FOR PROFIT

- Expect everyone's productivity to go up
- Review the staffing for last year
- Can you be more productive this year?



# VALENTINE'S PRICING

Three basic options (lowest price to highest):

- 1. Keep flower prices the same
- 2. Keep the margin per flower the same
- 3. Use your regular pricing formula

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# QUESTIONS





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SAF Web Blast

Financial Strategies for Holiday Delivery

Tuesday, January 19 at 2pm eastern