SECRETS TO PROFITABILITY ON VALENTINE’S DAY

SAF WEBINAR – JANUARY 12, 2021
There are no secrets... simply smart management - back to the basics

- Productivity
- Controlling Cost of Goods Sold
- Staffing
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
DESIGNER PRODUCTIVITY

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