



**MIAMI** **2024**  
August 6-9

**139<sup>TH</sup> ANNUAL CONVENTION**  
JW Marriott Miami Turnberry Resort & Spa

# Projections

## Previous “Holiday”

- Sales Numbers
- Colors and Trends
- Conditions

## Past year’s sales trends

## Current Market

- Visual Trends
- Social
- Economic/Political

### Holiday Review Form

**Holiday Name:**

**Year:**

**Day of the Week:**

**Our game plan this year:**

(Attach docs with menus, pre-books made, hardgood orders, etc)

**What sold well this year:**

(Products, Most Popular Price Point/Range, Popular Colors, Design Styles)

**What we could have sold:**

(What did you wish you had ordered more of?)

**Most profitable product category:**

**Product category that drove the most foot traffic:**

**What didn't sell well:**

(Products, Prices, Colors, Styles)

**What upsell and cross-sell items sold best?**

(Make a note of how you sold them - web/phone/retail)

**What changes will we make to our upsell/cross-sell offerings?**

(More of one category, a different price point in another, different colors/flavors, etc.)

**What we want to DO again next year:**

\*What processes/systems made things more efficient?

\*What marketing platform performed well?

\*Which events were a success?





White Lily  
 White Pom  
 White Filler  
 Hydrangea

\*Green or White

White Vertical

\*Snap or Stock

White Rose

Red Rose

Red Carnation

Red Mini Carnation

Red Hypericum

2 x Asst. Winter

Greens



Bowl

Cube

Footed Compote

Glass Vase



# DESIGNER'S COST GUIDE 2024

<b>\$50</b>	<b>\$60</b>	<b>\$70</b>	<b>\$80</b>	<b>\$90</b>
Labor/Pkg <b>\$15</b>	Labor/Pkg <b>\$17</b>	Labor/Pkg <b>\$19</b>	Labor/Pkg <b>\$21</b>	Labor/Pkg <b>\$23</b>
Container <b>\$5</b>	Container <b>\$10</b>	Container <b>\$10</b>	Container <b>\$10</b>	Container <b>\$10</b>
Flowers/foliage <b>\$30</b>	Flowers/foliage <b>\$33</b>	Flowers/foliage <b>\$41</b>	Flowers/foliage <b>\$49</b>	Flowers/foliage <b>\$57</b>
<b>\$100</b>	<b>\$125</b>	<b>\$150</b>	<b>\$175</b>	<b>\$200</b>
Labor/Pkg <b>\$25</b>	Labor/Pkg <b>\$30</b>	Labor/Pkg <b>\$35</b>	Labor/Pkg <b>\$40</b>	Labor/Pkg <b>\$45</b>
Container <b>\$10</b>	Container <b>\$15</b>	Container <b>\$15</b>	Container <b>\$15</b>	Container <b>\$15</b>
Flowers/foliage <b>\$65</b>	Flowers/foliage <b>\$80</b>	Flowers/foliage <b>\$100</b>	Flowers/foliage <b>\$120</b>	Flowers/foliage <b>\$140</b>
<b>\$250</b>	<b>\$300</b>	<b>\$350</b>	<b>\$400</b>	<b>\$500</b>
Labor/Pkg <b>\$55</b>	Labor/Pkg <b>\$65</b>	Labor/Pkg <b>\$75</b>	Labor/Pkg <b>\$85</b>	Labor/Pkg <b>\$105</b>
Container <b>\$20</b>	Container <b>\$20</b>	Container <b>\$20</b>	Container <b>\$25</b>	Container <b>\$30-\$50</b>
Flowers/foliage <b>\$175</b>	Flowers/foliage <b>\$215</b>	Flowers/foliage <b>\$255</b>	Flowers/foliage <b>\$290</b>	Flowers/foliage <b>\$345</b>



**ADORING DEVOTION  
FLORAL DESIGN  
Shown at \$150.00**

Rectangular Vase , Variegated Pittosporum Ivy , Ornamental Kale, Pink Hydrangea, Hot Pink Stock, Hot Pink Spray Roses, Light Pinkcream Roses, Peach Hypericum, Pink Snapdragons .



**ROMANTIC DAYDREAM  
VASE ARRANGEMENT  
Shown at \$155.00**

Bubble Bowl, Dusty Miller, Seeded Eucalyptus , White Hydrangea , White Hypericum , Starfighter Lilies, Hot Pink Roses, Red Roses, Pink Tulips , White Waxflower.



**COLORFUL ARRAY  
FLOWER ARRANGEMENT  
Shown at \$145.00**

Pastel Teal Vase , Greens: Israeli Ruscus , Variegated Mini Pittosporum , Salal , Silver Dollar Eucalyptus , Flowers: Yellow Roses , Lavender Carnations , Pink Snapdragons , Pink Gerberas , Lavender Stock , Yellow Button Poms , Pink Lilies.

	A	B	C	D	E	F	G	H	I	J	K	L	
1	<b>BOARD METHOD</b>												
2													
3			Price										
4	PRODUCT:	Holiday Bowl	\$ 115.00		=ROUNDUP(F#*MarkUp,0)	=ROUNDUP(C#*F#,0)							
5	<b>Flower</b>	<b>Color</b>	<b>Qty</b>	<b>Unit Cost</b>	<b>Board (5x)</b>	<b>Retail</b>	<b>Formula</b>	<b>Retail Price (Recipe)</b>	<b>115.00</b>				
6	Carnation	Red	5	\$ 0.58	\$ 3.00	\$ 15.00	C6*E6	<b>Retail Price (Board)</b>	<b>110.00</b>				
7	Rose, 50 cm	White	3	\$ 1.19	\$ 6.00	\$ 18.00	C7*E7						
8	Mini Carns	Red	3	\$ 0.56	\$ 3.00	\$ 9.00	C8*E8						
9	Poms, Cushion	White	3	\$ 0.70	\$ 4.00	\$ 12.00	C9*E9	<b>KEY</b>					
10	<b>Greenery</b>	<b>Color</b>	<b>Qty</b>	<b>Cost</b>	<b>Board (5x)</b>	<b>Retail</b>	<b>Formula</b>						
11	Seasonal Evergreens	Green	1	\$ 4.50	\$ 23.00	\$ 23.00	C11*E11					Manual Entry	
12	Curly willow	Green	1	\$ 1.00	\$ 5.00	\$ 5.00						Manual Entry, but could be automated with a VLOOKUP formula	
13	<b>Hardgoods</b>	<b>Color</b>	<b>Qty</b>	<b>Cost</b>	<b>Board (2.5x)</b>	<b>Retail</b>	<b>Formula</b>						
14	6" Gold Design Bowl - Oasis Ecossentials	Clear	1	\$ 7.50	\$ 19.00	\$ 19.00	C14*E14					Formula - Advise users not to change the cells (or password protect cells)	
15	2/3 brick wet floral foam	Any	0.67	\$ 1.45	\$ 4.00	\$ 3.00	C15*E15					Formula used in adjacent cell (add an = in front to make a formula)	
16	MM Balls	Gold	6	\$ 0.36	\$ 1.00	\$ 6.00	C16*E16					Totals	
17													
18	<b>Total Materials Cost</b>				<b>Board Method</b>	<b>\$ 110.00</b>	=sum(F6:F13)						
19	<b>Total Materials Cost</b>				<b>Recipe Method</b>	<b>\$ 115.00</b>							

A3	Alstromeria	I4	Iris	P10	Protea Pink Ice
B4	Bells of Ireland	K4	Kangaroos Paws	R3	Rice Flower
C10	Calla - Large	L4	Larkspur	RM5	Roses - 40CM Med
C8	Calla - Mini	L3	Lepto	RL5	Roses - 60CM Long
C3	Carnations - Mini	L3	Liatris	RE5	Roses - Euro
C3	Carnations	L5	Lilies - Asiatics	RS5	Roses - Spray
D4	Delphinium	L10	Lilies - Orientals	S3	Safari Sunset
D5	Dendrobiums	L10	Lilies - Gazers	S4	Snaps
D2	Dianthus	L3	Limonium	S35	Solidego
E2	Eucalyptus, Seed	L4	Lisianthus	S3	Statice
E2	Eucalyptus/Blue	M3	Marigolds	S4	Stock
F4	Fressia	M3	Matsumoto	SL7	Sunflowers - Lg
G5	Gerberas	M35	Monte Casino	SM5	Sunflowers - Med
G3	Glads	M5	Mums - Football	SS3	Sunflowers - SM
G3	Green Mist	M5	Mums - Disbuds	T4	Thistle - Blue
G5	Gyp	M5	Mums - Spider	T3	Tulips - Field
H10	Hydrangea	P35	Poms, Daisy	T7	Tulips - French
H4	Hypericum	P8	Pincushions	W3	WaxFlower

RECIPE METHOD					
PRODUCT:		Price			
Holiday Bowl		\$115.00			
Flower	Color	Qty	Unit Cost	Total Cost	Formula
Carnation	Red	5	\$ 0.58	\$ 2.90	C6*D6
Rose, 50 cm	White	3	\$ 1.19	\$ 3.57	C7*D7
Mini Carns	Red	3	\$ 0.56	\$ 1.68	C8*D8
Poms, Cushion	White	3	\$ 0.70	\$ 2.10	C9*D9
Greenery	Color	Qty	Unit Cost	Total Cost	Formula
Seasonal Evergreens	Green	1	\$ 4.50	\$ 4.50	C11*D11
Curly willow	Green	1	\$ 1.00	\$ 1.00	C12*D12
<b>Flower Cost</b>				<b>\$ 15.75</b>	sum(E6:E9,E11:E13)
Hardgoods	Color	Qty	Unit Cost	Total Cost	Formula
6" Gold Design Bowl - Oasis Ecosentials	Clear	1	\$ 7.50	\$ 7.50	C17*D17
2/3 brick wet floral foam	Any	2/3	\$ 1.45	\$ 0.97	C18*D18
MM Balls	Gold	6	\$ 0.36	\$ 2.16	C19*D19
<b>Hard Goods Cost</b>				<b>\$ 10.63</b>	sum(E17:E20)
<b>Total Materials Cost</b>				<b>\$ 26.38</b>	E14+E21

Our Price	\$115.00	Formula	\$115.00	Formula	Target
20% Labor	\$ 23.00	C4*.2	20.0%	I2/K1	20%
HG	\$ 10.63	E21	9.2%	I3/K1	6%
Flowers	\$ 15.75	E14	13.7%	I4/K1	17%
Cost	\$ 49.38	SUM(I2-I4)	42.9%	I5/K1	43%
GP	\$ 65.62	I1-I5	57.1%	1-K5	57% YAY!

#### KEY

	Manual Entry
	Manual Entry, but could be automated with a VLOOKUP formula
	Formula - Advise users not to change the cells (or password protect cells)
	Formula used in adjacent cell (add an = in front to make a formula)
	Totals





VD1	Price			
Daisy Delight	\$ 64.95			
MAKE	60			
<b>8" Slender Gathering</b>	Qty		St/Bu	Bu
Daisy, White	3	180	7	26
Daisy, Lavender	3	180	7	26
Gerbera, Red	2	120	10	12
Gerbera, Pink	2	120	10	12
Gerbera, White	2	120	10	12
Lepidium, Green Dragon	2	120	7	18
Lily Grass, Green	3	180	10	18
Ruscus, Israeli	3	180	10	18

**“What changes  
in a process can  
save time? ”**

\*\*Price per stem

Date	Variety	Description	Stem Count	Wholesale \$*	Retail \$*	Total Retail \$

Total retail cost for entire month >>

Goal = 30% Labor

\$100 with 30% labor should be \$70 retail  
fresh + hardgoods

\$70.00 goods x 1.3 (labor markup) = \$91.00

You want the percentage of the end price

$\$70.00 \div 0.7 = \$100.00$



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