

Business Description

Blossoming Buds Floral Shop's goal is to provide a variety of floral arrangements for personal needs and occasions. We are focused on working with our customers in order to make their experience with us as enjoyable as possible. We have many ways to place orders so our customers have the convenience of choosing the easiest possible way to make a purchase.

The mission statement of Blossoming Buds is "Fast Friendly Flowers." We will strive to make our customers' experience the best, friendliest and most efficient service in the area. With "Fast Friendly Flowers" as our mission statement, we hope that customers will come back to us with their flower needs.

Our business is located in Boardman Ohio, a prime location for any type of business. Blossoming Bud's address is 78 Boardman Poland Rd, located directly across from the Southern Park Mall. The space is the perfect size for the amount of room we will need at a design of 1,050 square feet.

Blossoming Bud's legal form of business is a partnership. This legal form of business has been chosen to best fit our business. The three partners are Kelly Chaffee, Jennifer Frayer, and Ryan Dunlap. The three partners will have equal control of the business. Along with all three partners having equal control, they will also split any profits made equally three ways.

We plan to sell our flowers as a retailer. The flowers and vases we sell will be bought wholesale from an online wholesale company. We will put the arrangements and vases together according to our customer's request. Customers can pick out arrangements on our business website. This will make doing business with us convenient. The

customers who choose to use the website to make an order will never have to leave the house to get an arrangement of flowers sent. Deliveries can be made directly to the recipient without the customer leaving home.

The services we provide will include setting up our arrangements for events like holiday parties, weddings, funerals, and school dances. The flower deliverer will drive a leased vehicle from a local dealership. Our customers will be able to specify in their order if they would like for us to set up at their events. For example, an order of flowers is brought to a funeral home in advance, with no hassle to the customer. Blossoming Bud's deliverer will ask the family where they would like the flowers. Our deliverer will then put the arrangements wherever the family would like.

Another service that will be provided in the store is customization. The customer will have the option to choose what he/she wants the arrangement to have in it. There are an endless variety of flower types and colors that can be arranged in an endless amount of ways. For example, a corsage can be customized to fit any dress color with any flower type.

Market Analysis

Target Market

For Blossoming Buds, our target market is anyone who is seeking a trustworthy florist for an event or special occasion. With the exception of special occasions, the majority of our clientele will be of the upper class. Since our prices are slightly lower than local competition, we hope to draw in customers of several income ranges who are seeking arrangements for occasions such as weddings and funerals. Also, our customers will be high school students looking for corsages and boutonnieres for formal dances.

The geographic location of our target market is within a few miles of our business, the area surrounding Youngstown, Ohio. Blossoming Buds is located on Boardman-Poland Road in Boardman, Ohio. We expect that the majority of our customers will be from: Youngstown, Boardman, Poland and Canfield. The city of Youngstown is a respectable place for a florist due to the amount of people in the area. The 2000 census for Youngstown Ohio revealed that there are 82,026 people living in the valley (“Youngstown Ohio Census and Demographic Information”).

The demographics of our target market will vary with each month of operation due to different holidays and seasons. According to a website, 79% of people seeking services from florists are women. Also, 59% of sales are from non-calendar events and the holiday with the most floral sales is Valentine’s Day (“Industry Overview”). The occupations of our target customers are mostly professional positions since the majority of the market is the upper class. Since most of the customers will be of the professional workforce, the most popular form of ordering flower arrangements is over the phone or

internet. Many of the customers will receive delivery as a form of pick-up and very few will actually visit our shop.

The target customers will buy flowers on a regular basis, for home decoration. Also, the target customers are more likely to send flowers to others on special occasions. The clientele seeking arrangements for weddings will be more common in the spring, summer and fall months rather than in the winter. Customers seeking floral assortments for funerals can be expected year-round.

The target customer will spend a range of prices depending on the type and amount of flowers used. The average price of an arrangement is \$55.00. For events such as weddings and funerals, price formats will be discussed with the customer and will vary depending upon the quantity and style of flowers chosen.

Since Youngstown and the surrounding areas are relatively small and social communities, weddings and funerals are very common in the area. The funerals and weddings will draw in customers of all income ranges. Flowers are also popular for cemeteries in the community. Although the area is more residential than well-known larger cities, more schools are available which means more students will need flowers for formal dances.

On the other hand, florists in bigger cities have an advantage with more upper-class clients who are more likely to seek florists regularly. But, unlike a smaller community like Youngstown, the customers are less social and will lose customers for funerals and weddings.

Competitive Analysis

Industry Trends

In the year 2006 there was \$20.8 billion flower based sales from retail stores. The United States alone has 22,753 retail flower shops, as well as 900 wholesalers. Not to mention the 21,783 supermarkets and 16,432 garden centers who also sell flowers within the country. California grows the most flowers within the United States, although the majority of flowers sold are imported from other countries. Colombia and Ecuador have the largest amount of flower imported into the United States (“Industry Overview”).

The amount of income each floral business makes depends on a variety of factors, but \$100,000 to \$150,000 a year is the general average income for well-established floral shops with no extra employees. Well-established floral shops have ordering routines for supplies, necessary equipment, and a consistent customer base (Fulbright). The overall annual sales average for the industry is \$290,000 (“Industry Overview”). For those just starting out, an income of \$75,000 is achievable (Fulbright). Our company will be dealing in the fresh flower market, which makes up 34% of the total consumer flower market (Ipsos). The present and future markets for flowers are similar; there will always be a need for flowers in the future for an endless amount of reasons.

Competition

The major competitors will be other retail flower shops, as well as garden centers, super markets, farmer’s markets and home centers. Other indirect competitors could be expanded to include any other kind of thoughtful gift substitutes, such as: jewelry, candy, bakery items and crafts (“How to Open a Flower Shop”). These items compete in the area of everyday gifts, holiday gifts, sympathy, anniversaries, thank-you’s, and get-well items.

According to a survey done in 2003, other florist shops, supermarkets, and super-discount stores were viewed as the biggest competition in the floral industry (Prince).

Our competition's major advantages are that they are already established, they have good locations, established customers, reputation, and experience (“How to Open a Flower Shop). Some of our major competitors are: Giant Eagle branches in the Youngstown area, Bloomin Crazy, Full Circle Florist, Goldie’s Flower Shop, The Flower Garden, Edward’s Florist Shop, East Hill Florist in Hubbard, and Something New Florist in Canfield, just to name a few.

Competitors Average Prices (Taken from Various Competitors):

- 6 Red Roses: \$46.64
- 1 Dozen Roses: \$64.96
- 1 Dozen Pink Roses: \$72.63
- Premium Red Roses: \$82.45
- 6 Daisies: \$39.96
- 1 Dozen Lilies: \$98.29
- 2 Dozen Carnations: \$31.47
- Boutonniere/Corsage: Ranged from \$12-20
- Cemetery Wreath: \$183.30
- Cemetery Cross: \$131.63

Our competitors also offer a variety of other flowers, but most do not offer prices for these flowers bought by the dozen on their own. They are mostly included in a number of arrangements including a variety of flowers, rather than just the single type.

Marketing/Promotions/Operations

Since there are many competitors within the industry, our weaknesses are that we are a new company; we have limited funds, no established customers, and no set reputation. To counter our business weaknesses, we have chosen a prime location. We also plan to achieve better, more personal customer service, as well as lower prices. Blossoming Buds, like competitors, will also provide the standard free vase with flower purchases. To attract new customers to our delivery service, we will offer free delivery for purchase orders greater than \$100.

Our business will offer made-to-order products, as well as custom arrangements to fit the customer's needs. Blossoming Buds will succeed in providing fast delivery, one-on-one customer service, as well as affordable prices. We will strive to make flowers affordable for all who wish to enjoy our quality products.

Compared to our competitors, we will offer similar quality products for lower prices. We will also similarly offer flower delivery. Blossoming Buds will have a running website that will allow customers to pre-order flowers for next day pick-up. We will cover flower arrangements for weddings and funerals, delivering purchases beforehand to the correct location.

Pricing Strategy

For our pricing strategy, we will use cost based pricing. We will figure out all prices by taking the cost and multiplying it by 400%. This will give us prices under that of the competition's prices. The only exception to this will be our funeral, wedding and rose arrangements, which will be competition based. We will undercut the competition by roughly five dollars on these products. This will make it more affordable to customers,

and help to attract customers to our new business. Our prices will be one of our major advertising points appealing to all income ranges especially the middle class.

Price Sheet

Product Offered	Average prices of competitors	Cost of each flower	Cost of Good Sold	Our Price
1 Dozen Roses	\$64.96	\$1.25	\$15.00	\$60.00
6 Red Roses	\$46.64	\$1.25	\$7.50	\$30.00
6 Daisies	\$39.96	\$1.25	\$7.50	\$30.00
1 Dozen Lilies	\$98.29	\$1.35	\$16.20	\$65.00
1 Dozen Pink Roses	\$72.63	\$0.99	\$11.88	\$48.00
2 Dozen Carnations	\$31.47	\$0.32	\$7.68	\$31.00
Premium Red Roses	\$82.45			
Sunflower		\$2.80	\$2.80	\$11.20
Gerbera Daisy		\$2.00	\$2.00	\$8.00
Leather Leaves		\$0.40	\$0.40	\$1.60
Lilac		\$3.00	\$3.00	\$12.00
Baby's Breath		\$0.69	\$0.69	\$2.76
Cemetery Wreath	\$183.30		\$44.06	\$176.24
Cemetery Cross	\$131.63		\$30.06	\$120.24
Boutonniere/ corsage:	Range- \$12-20 (see below)			
-Rose		\$1.25	\$1.25	\$5.00
-Daisy		\$1.25	\$1.25	\$5.00
-Lilly		\$1.35	\$1.35	\$5.40
-Pink rose		\$0.99	\$0.99	\$4.00
-Carnation		\$0.32	\$0.32	\$1.50
-Gerbera Daisy		\$2.00	\$2.00	\$8.00
-Lilac		\$3.00	\$3.00	\$12.00
-w/ baby's breath				+\$2.76 per piece
Weddings	Price varies upon selection			Price will vary upon selection

Flowers of all styles and colors will be available upon request. The price will be figured out by multiplying cost by 400%.

For corsages and boutonnieres, the prices will somewhat vary depending on the type and number of flowers used. For the most part, the most desired flowers are roses and carnations. For example, if a corsage consists of two roses and baby's breath with a box included, the cost of the good is \$4.54. When the cost is multiplied by 400%, the cost to customers will be \$18.16. This will make Blossoming Bud's profit \$13.62 for each corsage sold. If the customer chooses to have carnations instead of roses, the price of the good is \$2.68. The price of a corsage with two carnations is \$10.72 which brings the profit of each sale to \$8.04.

Boutonnieres will mainly be purchased with a corsage for each couple attending a school dance. If the boutonniere contains a rose and baby's breath, the cost of the product sold is \$2.18. The customer's price is \$8.72 and the total profit is \$6.54. If the customer wishes to have a carnation boutonniere, the price of the good is \$1.25. The price that the product will be sold to the customer is \$5.00 and the profit for Blossoming Buds is \$3.75. Corsages and boutonnieres can be made to match the color of any dress or tie, and is able to be made with any flower style.

Roses by the dozen, corsages and boutonnieres are the products that will bring in the most revenue for our business. The other product prices, like various floral arrangements, can be easily calculated by multiplying the cost of good sold by 400%. By using this method, Blossoming Buds is competing with the average price of competition, but is still bringing in a profit. Arrangements, such as cemetery or funeral crosses, will be more expensive to both Blossoming Buds and customers, due to the amount of flowers used.

Each funeral that Blossoming Buds provides for will be provided with a cross of flowers and a cemetery wreath for the funeral home/cemetery. The income received from having a cross and a wreath will average about \$222.36 for each funeral. The wreaths and crosses will be decorated with approximately four dozen carnations of any color choice. The customer may also add more crosses or wreaths if they wish. The cost for Blossoming Buds to produce a cross is \$30.06 and a wreath's cost is \$44.06. The total price to customers for the funeral package of a cross and a wreath is approximately \$300.

The price of flowers for weddings will vary depending on the type and quantity of flowers purchased. For our calculations of expenses on our spreadsheets, we assumed the bride will choose a bouquet of roses, approximately five center pieces also containing roses, three bridesmaid bouquets and four rose boutonnieres. The bride's bouquet will be made with two dozen roses, each center piece will be made with a dozen roses and each bridesmaid will have a bouquet with half a dozen flowers of choice. This will bring the average profit for Blossoming Buds for each wedding to \$377.

Advertising and promotion

We plan to focus our advertising and promotion around school functions, wedding shows and holidays. The form of advertising used will be school newspapers, local newspapers, and radio ads. We will also feature signs and advertisement banners at storefront.

For school functions, ads will be placed in newspapers and fliers will be made containing our company logo and boutonniere/corsage prices. Coupons will also be included on our fliers, giving a percent off to all high school customers. For wedding

shows, we will have tables which will display our floral arrangements with pamphlets for prices.

Blossoming Buds will have ads in local school newspapers around homecoming/prom season, as well as the month of February for Valentine's Day. In these ads, we will again focus on boutonniere/corsage types, colors and prices around homecoming and prom. For Valentine's Day, we plan to focus our school newspaper ads on our affordable prices, variety of flowers and color selection. We will take out ads in the newspapers around all of the major holidays, especially around Valentine's Day, Easter, Mother's Day, and Christmas. For all holidays, we hope to promote our free delivery with a purchase over \$100. For Valentine's Day, we will focus on our variety of rose and carnation colors as well as prices. For Easter, we will advertise our lily price. For Mother's Day, we plan on advertising our wide variety and color of spring flowers. For Christmas, we hope to advertise our seasonal inventory of poinsettias. We will do similar advertising for prom and homecoming, as well as the major holidays for our radio advertising.

Financial Plans

Start-up Costs

The start-up costs of Blossoming Buds consist of inventory needed to create flower arrangements, furnishings, appliances and installation fees. The inventory needed for our company to produce our floral arrangements includes: pins, boxes, ribbon, cards, envelopes, scissors, etc. These items will be an initial inventory and will also be considered as an on-going cost (office expense) once the items need to be re-ordered to maintain a sufficient stock. Also, the vases needed for orders will be bought for a few months worth of inventory.

For furnishings in our building, we will need two basic stainless steel work tables to assemble our floral arrangements; these will be purchased from The Stainless Steel Store. The employees will be able to sit on backless barstools for easy access to the table tops, two of which will be at each table. We will have two chairs for customers who are waiting to pick-up orders.

The appliances needed for our business start with a flower cooler to maintain the quality of the flowers. The cooler is a main start-up expense and will be purchased from www.atlantafixture.com. Next, we will need a utility sink for easy access to water for our plants, purchased from The Stainless Steel Store. A computer from Circuit City is necessary to update online orders which will also need a printer. Blossoming Buds will need a cash register to monitor all transactions made within a business day.

The business will have initial start-up costs for utilities as well. There will be an upfront rent fee and also a down payment for the car we will lease. There will be an

installation fee for the phone and internet services. As for initial advertising fees, two banners will be purchased for the front of our building. For a chart of specific start-up costs see Appendix 1-1.

Ongoing Costs

The main ongoing cost Blossoming Buds will have to keep up with is the flower inventory. The inventory of flowers will change daily and will need to be updated daily, as each order comes in. The amount of flowers needed for each day will vary depending on the month and season. The inventory of supplies will also need to be replenished when it begins to run low, approximately every two months. We plan to order our flowers each night after the amount of business and orders have been calculated for the day. Many different flower styles and colors (besides those listed on the template) are available to customers upon request. The cost of flowers is depicted in the “cost of goods” section of the spreadsheet.

The utility bills that will be received monthly are: phone, internet, electric, water, gas and garbage. Rent and employee salaries will also be calculated every month. A business license will need to be renewed every year. Also we will need to lease a vehicle to make deliveries from a local dealership that will have a monthly payment.

The advertising for our business will be during the months when business will be most desirable. Advertisements are very expensive so our company will try our best to advertise as best as possible. During the first few months of operation, we will have newspaper ads with coupons in the local papers. From then on, we will advertise sporadically especially for Valentine’s Day, Christmas and for school dances. We plan on placing ads in school newspapers during the months of the formal dances: February,

May and September. We also plan to have a few radio announcements which will emphasize our services.

As for the employees, we will use only the three owners as employees for the first year of operation. We plan on splitting the profits made by Blossoming Buds evenly among the three owners for each month. As sales start to increase, when the business becomes more known in the area, we will hire help as needed. When employees are hired, their wages will be discussed depending on the job description. If sales project as anticipated, we will need help for the second year of operation.

As depicted on Blossoming Bud's template for years two and three, the employee wages were calculated using minimum wage of seven dollars an hour. We have estimated that for the second year we will need one employee for approximately twenty hours a week. For year three, we predict that we will have two employees with each at approximately twenty hours a week. The wages were also calculated on year three of the spreadsheet by using minimum wage. The owner's salary will be calculated by the profit at the end of each month, which will be split evenly three ways. See Appendix 1-2 for an on-going cost chart.

Spreadsheets

The revenue from the products listed on the spreadsheet comes from the idea of about 113 customers per month. The average annual sales for a new flower shop are approximately \$75,000 (Fulbright). To find the number of customers, we assume the average purchase will be about \$60.00. Since the average annual sale is \$75,000, the total amount of sales per month will be approximately \$6,250. Given that the average sale is \$60.00, the total amount of customers per month will be approximately 113. The

revenue is divided equally to depict which products each customer will purchase. The amount of each product purchased will depend upon the season and month. For an average month, sales will be divided among a dozen roses, miscellaneous arrangements, weddings, funerals and school dances. See Appendix 1-3 for customer breakdown per month.

The revenue for the second year is twice the profit of the first year. The same goes for the revenue of year three, twice the revenue of year two. We assume that the income will increase until year three of operation where incomes will remain constant. See Appendix 1-4 for Spreadsheets.

Human Resource Plans

The staff at Blossoming Buds will be the three owners. The staff will stay this way until there is enough business to where more workers are needed. There are five main jobs that need done to make Blossoming Bud function properly. One of the first things that need done is to bring in inventory to sell. Blossoming Buds will need to order an inventory from the wholesaler. We will then store the flowers that we order in the refrigerated coolers.

The second job that will need to be done is taking orders by phone. When customers want to place an order over the phone, personnel will be there to take the calls. The person taking calls will then record the order. The call taker will then process the order. The person that recorded the order will take it to the floral arranger. The floral arranger will look at the order and put the requested arrangement together.

The website will work similar to phone orders. The only main difference is the customer does not have to talk to anyone or leave the comfort of their own home. The customer will choose an arrangement and place an order. The same personnel taking calls will check the website orders. Then, just like the phone orders, they will be sent to the arranger to be put together.

The fifth function of Blossoming Buds is the delivery. The flowers will be delivered to the requested destination. The deliverer will collect the money and deliver the next order on the list.

These job functions all need each other in order to have a smooth operating business. The arranger cannot be taking orders while trying to arrange flowers. This would take too much time. The same goes with the deliverer. The deliverer cannot be

doing flower arrangements and delivering at the same time. All three owners will have to work together to achieve the goal of providing floral arrangements. When the owners can longer operate all of the job descriptions in an orderly manner, more help will be hired.

Business Hours

For the first year of operation, the owners will have to devise a schedule to ensure operation is running smoothly and shared equally among everyone. The hours of our business may vary during seasons, but during normal months Blossoming Buds will be open:

- Monday – Thursday: 10 AM – 6 PM
- Friday and Saturday: 10 AM – 8 PM
- Sunday: Closed

These hours of operation appeal towards the target market. The weekdays are open with enough time for students and workers to make or pick-up orders. Fridays and Saturdays are prime wedding days as well as extra time for customers with busy schedules. The owners of Blossoming Buds chose to be closed on Sundays due to the small amount of business that small companies occur on the particular day, especially during the first year of operation. If the clientele grows enough in the future of Blossoming Buds, the store will be open on Sundays. Also, orders can be made on our website at any time for next day delivery.

An owner will be available at all times when the building is open. The store will be open fifty two hours a week. Thirty two hours on weekdays and twenty hours on weekends. In order for each owner must work approximately forty hours a week to keep

the business running smoothly. Each owner will open two days and close two nights. This way, orders can be processed in the morning as best as possible until help arrives later in the afternoon. Same with the nights, once the orders are processed for the day; one owner will stay behind and continue to catch up with orders and inventory. This is an equal and fair way of running a schedule with just the owners working for the first year of operation.

Job Opportunities

The qualifications and training needed to work at Blossoming Buds are as follows: to be a deliverer, one would need a driver's license. They will also need to take a drivers safety course. With deliveries being made where children are around it is important that Blossoming Buds deliverers are good drivers. The call takers will need to be good with people. They need to be happy and cheerful when answering the phone. Potential employees also need to be familiar with computers so they can check online orders. They need to be trained to use a computer if they do not know how. The floral arranger will need to be familiar with arts and crafts and have a creative mind in order to fulfill the customer's wishes. If a customer comes in to make a special request they need to be able to listen to the customer and try to give them exactly what the customer wants.

When business begins to pick up, more employees will be hired. The owners of Blossoming Buds would hire one or two employees to work a maximum of twenty hours per week, depending upon the season. The pay will start as minimum wage and higher wages will be discussed by the owners depending on the job being performed. Extra help will be needed during the summer and holiday seasons, an ideal job for high school or

college students. They must be professional and show a willingness to help the business succeed, both in profits and customer service.

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Appendix

Appendix 1-1: Start-up Costs

Item	Bulk Price	Total Quantity Bought	Total Price
Furnishings			
Stainless Steel Work Table (stainlesssteelstore.com)	\$209 each	2 tables	\$418
Backless Stools (allbarstools.com)	\$85/set of 2	4 stools	\$170
Flower Cooler (atlantafixture.com)	\$1,365	1 cooler	\$1,365
Waiting Room Chairs (modernoffice.stores.yahoo.net)	\$49 each	2 chairs	\$100
Utility Sink (stainlesssteelstore.com)	\$688 each	1 sink	\$688
Computer (Circuit City)	\$199.99	1 computer	\$199.99
Monitor (Circuit City)	\$43.96	1 monitor	\$43.96
Printer All-In-One (Circuit City)	\$70.00	1 printer	\$70.00
Phone (Circuit City)	\$35.00	1 phone	\$35.00
Register w/credit card (E-Bay)	\$25.99	1 register	\$25.99
Floral Supplies from directfloral.com			
Pins	\$1.29/100	100 pins	\$1.29
Ribbon	\$4.19/ 100 yards	200 yards	\$8.38
Corsage Boxes	\$42.65/100 boxes	100 boxes	\$42.65
Clear Card Holders	\$20/1020 pieces	1020 pieces	\$20.00
Floral Cutters	\$3.99 each	2 cutters	\$7.99
Scissors	\$1.49 each	2 scissors	\$2.98
Blank Cards	\$2.75/100 pieces	100 pieces	\$2.75
Blank Envelopes	\$14.95/500 pieces	500 pieces	\$14.95
Foam Wreaths	\$36.75/10 wreaths	10 wreaths	\$36.75
Bouquet Sleeves	\$9.75/100 pieces	100 pieces	\$9.75
8" Rose vase	\$43.00/30 vases	90 vases	\$172.00
9" Assorted Vases	\$35.64/36 vases	108 vases	\$106.08
9" Clear Bud Vases	\$42.84/36 vases	108 vases	\$128.52
Utility Start-up Costs			
Rent Upfront	\$525		\$525
Phone installation	\$65	1 instillation fee	\$65
Internet Installation	\$75	1 instillation fee	\$75
Advertising (banner)	\$150/banner	2 banners	\$300
Car Lease Down payment	\$500	1 car	\$500
Business License	\$80		\$80
Total Start-up Costs			\$5,215

Appendix 1-2: On-Going Costs

Flower Inventory (ordered daily depending on daily orders)	Cost Per Piece	Total
Red Roses	\$31.25 per 25	\$93.75
Lilies	\$13.50 per 10	\$13.50
Assorted Colors of Carnations	\$8.00 per 25	\$8.00
Pink Roses	\$24.75 per 25	\$24.75
Daisies	\$10.00 per 8	\$10.00
Gerbera Daisies	\$20.00 per 10	\$20.00
Leather Leaves	\$8.00 per 20	\$16.00
Baby's Breath	\$16.56 per 24	\$49.68
Estimate of Total Flowers Ordered Daily (shown as cost of goods on spreadsheet)		\$235.68
Office Supplies Expense (per 2 months)		
Pins	\$1.29/100	\$1.29
Ribbon	\$4.19/ 100 yards	\$8.38
Corsage Boxes	\$42.65/100 boxes	\$42.65
Clear Card Holders	\$20/1020 pieces	\$20.00
Blank Cards	\$2.75/100 pieces	\$2.75
Blank Envelopes	\$14.95/500 pieces	\$14.95
Foam Wreaths	\$36.75/10 wreaths	\$36.75
Bouquet Sleeves	\$9.75/100 pieces	\$9.75
8" Rose vase	90 vases	\$172.00
9" Assorted Vases	108 vases	\$106.08
9" Clear Bud Vases	108 vases	\$128.52
Expense (monthly)		
Water	\$90/month	\$90
Electric	\$70/month	\$70
Advertising	varies \$150/month	\$150
Rent	\$525/month	\$525
Insurance	\$500/6months	\$500
Delivery Expenses	\$100/month	\$100
Car Payment	\$200/month	\$200
Phone	\$35/month	\$35
Internet	\$40/month	\$40
Gas	Varies \$150/month	\$150
Garbage	\$50/ 3 months	\$50
Estimate of total on-going monthly costs (not including flowers)		\$2,453.12
Estimate of total daily costs of flowers (aka cost of goods)		\$235.68