



Designed for Success: Your Plan for a Profitable Mother's Day

Limit the types of products purchased

- Scale down your product order
 - Choose 2-3 types of flowers in each group
 - Line flowers, Mass flowers, Roses, Filler flowers
 - Limit the color palettes you order
 - Pink/Lavender, Pink/White, Lavender/White
 - Blue/White/Green, Blue/Yellow

Create custom designs

- Base the designs on the following:
 - Color themes
 - Flowers purchased
- Create multiple designs in the same color palettes & various price points
- Create recipes for upgrading existing designs

Reduce options on your website

- FTD codified designs
- Create 6-8 designs
- Offer an option – Custom Designer Bouquet
 - Offer multiple price points
 - Offer a few color combinations

Take advantage of time-saving resources

- FTD Labor Saver Bouquets
 - Quick and easy
 - Fixed cost / no overstuffing
 - Less inventory to purchase
 - Drives profits up

Mass produce custom designs in advance

- Greening vases a week out
- Mass produce each design
- Relieves stress
- Allows you to handle larger order volume

Schedule adequate staffing

- Design
- Sales / Customer Service
- Delivery